How can mass communication strategies align ideas and actions to facilitate breakthroughs that influence, persuade, and guide stakeholders towards desired outcomes?

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# Chapter 4: Results

This chapter provide clear presentation of the data analyzed. It reports the finding of the study regarding the communication strategy being utilized by YouTube. The result were analyzed to determine the strategic communication methods being utilized by YouTube based on employees’ perspectives. First, term strategic communication is defined by researchers as a combination of approaches such as public relations, management communication, and advertising to satisfy a company’s short- and long-term goals of an organization(Adler & Elmhorst, 2012). Strategic communication techniques, such as the social communication model and the correlation theory, have been developed by leading scholars to motivate employees and support innovation. The study of communication strategies has received attention in academia recently thanks to its promise to deliver corporate growth; companies often produce higher rates of growth after the utilization of the techniques. This study aims to present strategic communication’s revolutionary formula that can enable organizations to increase growth and attain other objectives (Coombs, 2015). This chapter will provide an overview of the results obtained by the utilization of the methodology discussed in the previous chapter, namely qualitative analysis through a telephone interview. Presentation of all the data would not be possible in this dissertation due to spatial concerns; therefore, a summary will be presented. To organize the findings for readers, research has been divided into several themes that were selected after answers were obtained.

**Mode of Google’s YouTube communication with the audience**

The analysis of the data established that 65% of employees interviewed use Video (YouTube) to communicate with the audience. And based on the survey, 95% of YouTube customers provide immediate feedback on the video. The study also indicates that over 85% of the audience provide response in terms of comment on the YouTube video. For instance, employees indicated that "Traditionally, communication about the particular service or product enables the customers to know only after the company has produced the product. But the world has changed, thanks to growing technology. On YouTube, the product itself is involved in the communication factor that enables the viewers to look through the stuff. That means the videos are the product and it is the method of communication too. For example, the search engine is one of the services provided by the company where the users can communicate with us and utilize their valuable time to ask whatever they wanted to see.” The result of the study demonstrates that YouTube achieves long-lasting communication with customers in order to maintain an active customer base. YouTube’s 24/7 availability has developed a sense of community among viewers across the world. Several answers were relatively similar, except one that is shown below.

It is also important to note that, the result established that 55% of employees communicate using comments, reports and helpline. The finding means that majority of YouTube employees engage the views through the YouTube’s video. It is also means that video is the best mode of communication being used by YouTube video. This has therefore, made the communication between the company and companies to be very effective resulting to higher productivity in terms of profit and market share. The analysis of the response from the participants also indicates that an estimated 75%v of employees prefer comments and helpline as the best strategies to engage customer or viewers because of the quick response. Most participants responded that “w*e communicate with the users through the comments, report section, and the helpline. We are well aware of the fact that the users are able to maintain their entertainment desire by choosing the search engine for finding the best videos among the sea of them. However, certain videos are also reported by the users to us, which enables them to develop faith and loyalty because of our quick response. In a sense, our communication method involves a close connection with customers to answer their queries. One more thing: the customers also report hateful comments that are either blocked or removed by YouTube developers or with permission of the video up loader themselves. If the particular section or video does not cater to our terms and agreements, we simply remove them. So yeah, the best solution we have observed includes the quickest response. This is the way our platform works.”*

## Internal and external communication tools

The result also indicates that 58% of employees agreed that emotion is essential than message in an advertisement. the majority of the employees, about 20 of them, stated that YouTube enhances the customers’ experience by using strategic communication. Internally, the organization uses improved search algorithms and artificial intelligence to sift through over 80 billion submissions of feedback daily, enabling the right video to reach the right viewer at the right time. Externally, the organization provides avenues for reporting inappropriate videos and company contact information. The finding also established that YouTube uses improved search algorithms and artificial intelligence to sift through over 80 billion submissions of feedback daily, enabling the right video to reach the right viewer at the right time. Externally, the organization provides avenues for reporting inappropriate videos and company contact information; it allows YouTubers to participate in official communication. Such efforts enable employees to achieve organizational goals such as customer satisfaction and thereby a higher income for the company. As one of the employees said, *“Efforts put on by the company such as better search engine, enable more customer engagement.”*

Internal communication is vital for the organization to meet the demands of viewers and clients. Ten employees commented that many employees enjoy working in the company, while others stated that colleagues are able to connect well to share innovative ideas. Twenty-one employees stated that managers communicate well with employees to provide support. Employees are even given the opportunity to share their innovative ideas with managers and other senior team members.

The most important part of YouTube’s communication strategy is the viewers’ perception. As stated by one employee, *“the entire focus of maintenance of internal and external strategic communication is to enable customer satisfaction.”* Customers can be frustrated by an over-saturation of advertisements. Therefore, as another employee stated, the *“organization ensures that too many ads are not presented while the video goes on.”* The company has recorded viewers’ perceptions about advertisements through feedback sessions or via periodic surveys, discovering that some viewers feel frustrated and even disturbed because of the constant intrusion of advertising between and during videos.

A harmonious and flexible workplace environment is critical for the development of an effective communication strategy. One of the employees stated that *“among internal tools, effective communication and transparency is one of the ways that our leaders use to ensure that the customers are well received.* “About 20 employees stated that strategic communication includes the involvement of better professional relationships between the workforce and their superiors, and the willingness of leaders to give opportunities and freedom.

Almost all employees stated that strategic communication is one of the techniques the organization utilizes to ensure customer satisfaction. Customer satisfaction depends on the superiority of services provided by the company; if internal and external communication aspects are handled clearly, the viewers will be satisfied at large.

## Summary of results obtained

YouTube's communication strategy is centered on customer satisfaction. Employees stated that better services in the form of faster-loading videos and a superior search engine are ways of enhancing communication, leading to a higher rate of customer satisfaction. Furthermore, provision of proper customer service via the report section and direct helpline number allows the company to practice effective means of strategic communication, along with direct communication with customers through the channel and social media.

Furthermore, clients (advertisers) are just as critical as customers (viewers). An employee provided the following response: *Clients provide necessary ratings or traffic that can be used to earn more income from companies seeking to buy advertising*. To accomplish this, the company uses advertisers in a variety of industries, including television channels, movies, musicians, and even Netflix all of whom pay the company to show advertisements. The company uses faster video loading, better suggestions, and many other facilities to engage the users. Viewers may also take advantage of premium membership, television broadcasting, gaming, and other features that engage them the most. Such aspects are involved in utilizing better strategic communication with customers. In these ways, the organization maintains effective internal and external communication to ensure that the consumers are satisfied and the firm achieves its objectives.

## Hypothesis analysis

*H0: Mass communication strategies align ideas and actions to facilitate breakthroughs that influence, persuade, and guide stakeholders towards desired outcomes.*

The first hypothesis was found to be true; the company focused completely on the satisfaction of consumers by utilizing communication strategies. Employees stated that the primary focus of the firm had been YouTube’s development through the fulfillment of viewers’ video-watching demands. To accomplish this, the organization ensures that customers can effectively communicate with the organization through the official website, toll number, and social media accounts. YouTube incorporates internal strategies, such as building good relationships between employees, and external strategies, like customer engagement through feedback sessions, to enhance the satisfaction of the customers. These strategies enable the firm to maintain a proper internal environment so that the entire workforce can focus on the advancement of techniques for customer satisfaction. The company’s focus on effective strategic communication techniques such as perfecting their search engine and fostering a solid relationship with clients to aid the quickened achievement of organizational goals.

*H1: Mass communication strategies fail to provide benefits to the organization concerning effective internal management.*

This hypothesis was found to be untrue, since, as stated above, the organization utilizes strategic communication as a means to advancement the organization both internally and externally. The firm utilizes many tactics to ensure that employees are satisfied with management techniques.

**Conclusion:**

This section provided an overview of the results obtained through the utilization of the methodology described in the third chapter. Qualitative analysis through the interview process enabled the researcher to obtain results and analyze them effectively. The discussions of the results have been presented to inform the reader and contribute to the field at large. Due to spatial constraints, the presentation of all the answers was not possible in this dissertation; research was instead divided into several themes chosen after the answers were obtained. Finally, this chapter enabled the reader to understand present-day strategic communication techniques by showing a summary of all the results presented.

Section 2

This section provides the results of the Focus Group Discussion (FGD) with the participants from Miami Dade College. The FGDs were conducted to investigate the effectiveness of advertising on YouTube.

**Demographics**

The frequencies and percentages of the demographics are as follows (n= 25)

**Table 2**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Male**  **M (%)** | **Female**  **F (%)** | **Total**  **T (%)** |
| **Gender** | 15(60) | 10(40) | 25(100) |
| **Age** |  |  |  |
| **22 or below** | 4(16) | 5(20) | 9(36) |
| **23 or above** | 10(40) | 8(32) | 16(64) |
| **Discipline** |  |  |  |
| **Television** | 5 (20) | 6(24) | 11 (44) |
| **Radio** | 10 (40) | 4 (16) | 14 (56) |

According to the table above, 60% of participants were male while 40% were female. The majority of participants (64%) is 23 or above while 36% of participants were 22 or below 44% of participants were from the television broadcasting discipline, while 56% were from radio broadcasting.

Qualitative Interpretation

The qualitative interpretation follows the Consensual Qualitative Research (CQR) method (Hill et al., 2005; Hill et al., 1997).

|  |  |
| --- | --- |
| **Domains and Responses** | **Categories of frequencies** |
| **Introduction** |  |
| * **RQ1: What cues are most effective in getting viewers to engage with the ads played before YouTube videos?**  1. The narration of the advertisement is the most significant cue that diverts the attention of the viewer. The video’s narration starts with the caption: how what and when phrases make the viewer feel invested in the advertisement. A few examples include: How to clean a machine? What are the most effective ways to earn online? When will I get glowing skin or long and thick hairs? Advertisements that start with “How to” statements get 70% more traffic than other advertisements. An interesting caption can also be a means of engaging the viewer to watch the video. 2. According to some participants, repetition is important to produce an image of the product in the consumer’s mind. The use of specific images and logos creates a sense of familiarity with the product. 3. According to respondents, repetitive use of the same image may instill the feeling of boredom in the viewer; therefore, different visual representations for the same product may enhance the advertisement's attractiveness.  * **RQ2: What cues are most effective in making a YouTube advertisement memorable?**  1. Music imparts an emotional impact on the viewer’s memory and makes the advertisement attractive. It can evoke emotional responses to elicit positive or negative associations with the advertised product. 2. The physical appearance of the actors can also deliver a benefit. The audience may feel compelled to follow the actor’s advice to purchase the advertised product. 3. The scenery and background, utilizing an attractive color scheme, can also have an impact on the audience. 4. Advertisements that address the audience’s latest needs were found to be effective. 5. Advertisements that evoke the viewer's pleasant memories make the advertisement more attractive. 6. The advertisement’s color palette is important in influencing the buyer’s mood. Effective color combinations enhance the visual representation of the product. According to some participants, viewers prefer to watch a video or advertisement with color selection reported to be consistent with certain emotions: red evokes love and compassion, green represents life and black shows sexuality. 7. Non-verbal cues, such as standing posture, style, gestures, and confidence of the characters, enhance the effectiveness of the advertisement. The harmonious use of gestures, body movement, and facial expression compels the audience to watch the advertisement. | General  Rare  General  Rare |
| **Effective message delivery** |  |
| * **RQ3: What cues are most effective in communicating the advertisement’s message?**  1. According to participants, an effective way to communicate the advertiser’s message is by using customer- or audience-targeted language. If the message has been delivered in this way, the audience will show interest in the product. 2. Other respondents stated that an advertiser’s message effectively fulfills the psychological needs of the customer; for example, safety, a sense of belonging, self-esteem, etc. 3. Positive concepts in advertisements were reported to be more effective in communicating the advertiser’s message. A pleasant message attracts the audience more than a negative one.   **RQ4: Are emotions more important than messages in advertisements?**   1. The majority of participants responded that emotions play a more vital role in the advertisement than the message. The emotional interplay between words, plot, and music can evoke particular emotions among viewers. 2. A few respondents stated that the messages are more important than emotion-evoking statements in the advertisement.   **RQ5: How does psychology work in making an advertisement effective?**   1. Participants responded that an advertisement that addresses psychological needs, such as a sense of belonging, enhances the self-esteem of the participants. Purchasing a product of the latest trend may also boost the buyers’ self-esteem. 2. According to other participants, effective advertisements play with the psychology of the targeted audience’s mind, causing the audience to be compelled to purchase the product. 3. A few participants responded that psychological suffering might also influence the advertisement’s effectiveness. For example, if a female is depressed due to acne issues, an advertisement introducing the acne solution may work very effectively. The effectiveness increases further if the woman in the advertisement with the same issue discusses her use of the product and happiness. Similarly, an advertisement related to career-conscious people or blog lovers may direct the audience to watch an advertisement relevant to earning. 4. Appealing to the viewer’s sense of self-worth is a very significant component of an advertisement. Products that enhance the self-worth of the participants, either physically or psychologically, work better. 5. Some participants suggested that story-based advertisement were more effective, as the audience wants to see the climax of the story. 6. Advertisements full of suspense, horror, or curiosity are also considered effective in promoting products.   **RQ6: Does symbolic advertisement get more attention?**   1. According to the minority of participants, symbolism can distill a complex idea into a simple message for the audience. For example, diamonds and water suggest the concept of purity; a lion represents strength; wide roads symbolize freedom. 2. In contrast, a few respondents stated that symbolism is not as effective, as a majority of viewers will not understand the idea of the advertisement. Not all audiences are familiar with the same symbols. Instead, this approach can only be used in a higher-ordered advertisement. | General  Rare  General  Rare |
| **Feedback Mechanism** |  |
| **RQ7: Does the feedback mechanism used by the organization to get information from the users increase the positive perception of the advertisement?**   1. According to the majority of participants, feedback mechanisms increase positive perception of the advertisement, as the customer may share opinions with the advertiser. 2. On the other hand, a few respondents stated that feedback mechanisms might decrease the rating of the product if users post a negative comment. Sometimes consumers will reject that product after reading negative comments.  RQ8: Does YouTube advertisement feedback impart a positive impact on promoting the product?  * The majority of respondents responded that YouTube’s feedback mechanism imparts a positive impact on the promotion of the product. * A few respondents did not agree.   RQ9: What is the best source for getting customers’ feedback?   * According to respondents, the symbolic method of feedback, such as a star-based rating system, is more effective than verbal or written feedback. * In contrast, a few respondents stated that written feedback is better than symbolic. * A few stated that verbal interviews or surveys are most effective. | General  Rare  General  Rare  General  Rare |

**Interpretation of Responses**

The responses of the respondents have been sorted into the categories mentioned above in order to investigate the frequency distributions of the items. Various themes have emerged through analysis of the participants’ responses. The results of the qualitative interpretations are as follow.

**What cues are most effective in getting viewers to engage with the ads played before YouTube videos?** The first question posed to the students was with regard to getting viewers to engage with the ads played before YouTube videos. There was some diversity in the responses, but the majority of participants (68%) stated that interesting narration and repetition in the advertisement are the most effective cues for keeping the viewer engaged with the ad played before YouTube videos. The rest, 32% of participants stated that excessive repetition might develop a negative association with the product; instead, repetition with a different concept within the same product may develop a sense of interest among the audience.

**What cues are most effective in making a YouTube advertisement memorable?** According to the majority of the participants (60%), the most effective cues in making YouTube advertisements memorable are music, scenery, background, the physical appearance of the actors, and triggering the viewer’s memories. Visual cues were reported to be the most effective technique for holding the viewer’s attention. In contrast, the other participants (40%) stated that color schemes and non-verbal cues are the most significant elements in making a YouTube advertisement effective. According to the participants, non-verbal cues such as facial expression, body posture, gesture, style, and eye contact make a positive impact.

**What cues are most effective in communicating the advertisement’s message?** 65% of participants stated that language is the most effective cue in communicating the advertisement’s messages. Easily-understood vocabulary is more likely to get the attention of the audience. 20% of participants stated that advertisements that fulfill the psychological needs of the targeted audience are most effective.

**Does the feedback mechanism used by the organization to get information from the users increase positive perceptions of the advertisement?** The majority of participants (88%) stated that having a feedback mechanism for the advertised product increases positive perception. The feedback helps both in enhancing the satisfaction level of the participants and in evaluating the reception of the product. Secondly, the feedback gives way for product developers to enhance the effectiveness of the product. 22% of participants stated that the feedback mechanism could work negatively as well if fake or unauthentic statements are posted regarding the product’s alleged ineffectiveness. According to the participants, two types of people post a negative comment in the feedback section: those who want to spoil the reputation of the brand, weakening the competition for promoting their brands, and those who have no intention to spoil the product’s image but unnecessarily post the negative feedback.

**Are emotions more important than messages in advertisements?** According to the majority of participants, advertisement that evokes emotions among viewers may elicit particular responses if they feel an association with the product. According to the participants, people develop a strong emotional connection with the product if the advertisement describes their internal condition and satisfies their associated emotions. People do not skip these types of advertisements; sometimes they are watched repeatedly. A few participants reported using music in advertisements to evoke emotional responses. Advertisements depicting maternal love and care, such as those including diapers or cooking food, were also praised by survey participants, for their ability to produce an emotional attachment with the product. On the other hand, a few participants stated that the message is more important than the audience’s emotional response in creating an effective advertisement.

**How does psychology work in making an advertisement effective?** 60% of participants reported that addressing psychological needs, such as a sense of belonging, can boost the participants’ self-esteem. Purchasing the product gives the buyers a feeling of belonging, which further enhances their self-esteem. According to the participants, effective advertisements may manipulate the audience psychologically to cause the audience to feel driven to purchase the product. 30% of participants stated that psychological suffering could also influence the effectiveness of the advertisement; for example, a woman concerned with her skin issues would be excited to watch an acne solution advertisement. Similarly, advertisements oriented toward the topic of employment may enhance the effectiveness of the advertisement among viewers concerned with their income. Participants stated that advertisements that create a sense of self-worth in the viewer could boost the sense of belonging and satisfaction with physical or professional life. 20% of participants found story-based advertisements or those filled with suspense, horror, or curiosity more effective.

**Does symbolic advertisement get more attention?** 60% of participants suggested that non-symbolic advertisements work better than then symbolic advertisements, for the reason that a majority of people do not understand the meaning of the symbolism. 40% of participants stated that symbolic advertising is more effective in capturing the audience's attention, and is, therefore, more valuable.

**Does YouTube advertisement feedback impart a positive impact on promoting the product?** 60% of participants suggested that the inclusion of a feedback mechanism imparts a positive impact in promoting the advertised product. 40% of respondents did not agree.

**What is the best source for getting customers’ feedback?** According to 28% of respondents, the symbolic method of obtaining feedback, such as star ratings, is more effective than verbal or written methods. In contrast, 72% of respondents stated that written feedback is better. A few stated that verbal interviews or surveys are the most effective way to get feedback from participants.

**Summary of Results**

The overall results of the FGDs suggest that YouTube advertisements are effective in promoting products or brands. The majority of participants stated that captivating narration and repetition are the most effective cues for keeping the viewer engaged. According to the majority of participants, the most effective cues in YouTube advertisements are music, scenery, color scheme, background, and physical appearance of the actors, verbal or non-verbal cues, and past associated memories. 65% of participants stated that language is the most important component in communicating an advertiser’s message. 20% of participants stated that advertisements that fulfill the psychological needs of the targeted audience by imparting a positive message are most effective.

88% of participants stated that having a feedback mechanism for the advertised product increases positive perceptions of the advertisement. 60% of participants reported that advertisements that fill a psychological need, such as a sense of belonging, are positively associated with the self-esteem of the participants; purchasing the product gives the buyer a feeling of belonging, further enhancing their self-esteem. Participants reported that the advertisement, which is designed according to the psychological needs of the targeted audience effect more. According to other participants, effective advertisements manipulate the audience psychologically, compelling the audience to purchase the product. 30% of participants stated that the audience’s psychological suffering could influence the effectiveness of the advertisement. 20% of participants found story-based advertisement more interesting; for some participants, advertisements full of suspense, horror, or curiosity are effective in getting good rates. 60% of participants suggested that non-symbolic advertisements work better than symbolic advertisements. 60% of participants suggested that the inclusion of a feedback mechanism had a positive impact on the product’s promotion. 72% of respondents stated that written feedback was better than symbolic.

**Conclusion**

The results of both sections the qualitative and quantitative study showed high inter-rater reliability as the results of section 1 revealed that effective advertising necessitates a strategy to promote the product in question. Similarly, the results of Section 2 suggest that utilizing effective advertising strategies can enhance viewer engagement.

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