



TRABAJO FIN DE GRADO
GRADO EN MARKETING EN INGLÉS
CURSO ACADÉMICO 2024-2025
CONVOCATORIA SEPTIEMBRE

**HOW TIKTOK HAS AFFECTED SPANISH YOUNG POPULATION THROUGH
MARKETING CAMPAIGNS OF THE MOST VOTED POLITICAL PARTIES ON
THE LAST ELECTIONS. 23J 2023. PSOE, PP, SUMAR and VOX**

AUTOR: De la Osa González, Alberto

DNI: 51131397M

En Madrid a 28 de agosto de 2024

INDEX

1. INTRODUCTION.....	1
2. OBJECTIVES	5
2.1 General Objective: Analyze the impact of TikTok as a political communication platform on the Spanish youth population.....	5
2.2 Secondary Objectives.	5
2.2.1 Evaluating how the marketing campaigns on TikTok by the political parties PP, PSOE, VOX, and SUMAR have influenced the perceptions and behaviors of young people during the last electoral campaign in Spain.	5
2.2.3 Exploring the impact of TikTok’s algorithm and content recommendation system on exposure and consumption of political content by young users.	7
2.2.4 Political Disinformation targeting young TikTok users.	8
3. METHODOLOGY	9
3.1 Methodology.....	9
3.2 Keywords of the study.....	10
4. THEORETICAL FRAMEWORK.....	12
4.1 Definition of social media and its importance nowadays.....	12
4.2 Political marketing concept. Digital Marketing. Political digital Marketing.	14
4.3 Influence of Social Media algorithms on political communication and public opinion.	16
4.5 Generation Z and its behavior towards social media.....	19
4.6 The scarcity of research on social media's role in political engagement among Spanish youth.....	20
5. RESULTS ANALYSIS	21
5.1 Analysis of the marketing strategies ruled by the different Spanish political parties in the last campaign 23J.....	21
5.2 Main features of each party on TikTok.....	24
5.3 Impact of the social media campaigns: interactions, reach, virality.....	27
5.4 Spanish Political Parties Engagement Strategies	30
6. CONCLUSIONS	32
7. BIBLIOGRAPHY	35

1. INTRODUCTION

In the contemporary scene of political correspondence, the approach of web-based entertainment stages has reformed the way political entertainers draw in with constituents, spread messages, and activate support. Among these stages, TikTok stands apart as a worldwide peculiarity, enthraling the consideration of millions with its inventive way to deal with short-structure video content. Sent off in 2016 by the Chinese organization ByteDance, TikTok immediately raised to noticeable quality, turning into a social power and an incredible asset for correspondence, diversion, and social activism. (Cervi & al., 2021).

At the core of TikTok's lies its easy to use connection point and calculation driven suggestion framework, which empowers clients to find, make, and offer a wide variety of entertainment easily. With its accentuation on inventiveness, legitimacy, and virality, TikTok has arisen as a favourable place for patterns, images, and social developments, molding mainstream society and impacting cultural talk. (Cervi & al., 2021). From dance difficulties to lip-matching up recordings, TikTok has reimaged the limits of online articulation, offering clients a stage to exhibit their gifts, offer their viewpoints, and interface with similar people from around the world.

Among its different client base, youngsters matured somewhere in the range of 16 and 24 years of age comprise a huge segment, attracted to TikTok's vivid and intuitive highlights. As advanced locals who have experienced childhood in the period of cell phones and informal organizations, the present youth are profoundly settled in the computerized circle, depending via online entertainment stages as essential wellsprings of data, amusement, and social collaboration. (Cervi & al., 2021). TikTok, with its unrivalled reach and commitment measurements, has turned into a centre point for political talk, giving a stage to ideological groups, competitors, and activists to interface with youthful electors and shape their insights. (Cervi & al., 2021).

The impact of virtual entertainment, including TikTok, on the political mentalities and ways of behaving of youngsters couldn't possibly be more significant. With its capability to reach many clients continuously, TikTok has turned into an important milestone for political correspondence, offering a one-of-a-kind chance for gatherings to intensify their messages, refine their competitors, and excite support. (Cervi & al., 2021). Through designated promoting, force to be reckoned with organizations, and client produced content, political entertainers look to use TikTok's algorithmic ability to influence feelings, activate allies, and shape appointive results. (Cervi & al., 2021).

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

Against this background, the 23rd of July 2023 electing campaign in Spain fills in as a convincing contextual analysis, outlining the developing elements of political correspondence in the computerized age. During a background of cultural disturbance and political polarization, Spanish ideological groups and competitors wrestled with the test of drawing in with citizens, especially the subtle youth segment. The mission saw the investment of noticeable ideological groups, each utilizing procedures to associate with electors through web-based entertainment stages like TikTok. (Cervi & al., 2021).

The Partido Popular (PP), a middle right moderate party, looked to engage customary qualities and financial strength, utilizing TikTok to exhibit its initiative and strategy recommendations. Through a blend of cleaned recordings and in the background witnesses, the PP planned to refine its up-and-comers and undertaking a picture of skill and dependability to youthful voters. (Cervi & al., 2021).

The Partido Socialista Obrero Español (PSOE), a middle left progressive alliance, situated itself as a boss of civil rights and moderate qualities, utilizing TikTok to feature its obligation to uniformity, variety, and inclusivity. Through genuinely resounding narrating and suggestions to act, the PSOE looked to activate youthful citizens around issues like medical services, schooling, and environmental change. (Cervi & al., 2021).

SUMAR, an alliance of moderate gatherings, embraced a realistic way to deal with TikTok, zeroing in on even minded answers for complex issues and interesting to youthful citizens' longing for control and split the difference. Through instructive and drawing in happiness, SUMAR meant to situate itself as a practical option in contrast to the polarizing way of talking of the significant gatherings, offering even minded strategies and answers for the difficulties confronting Spain. (Marín Lladó, 2023).

VOX, an extreme right patriot party, utilized TikTok to intensify its libertarian message and appeal to youthful citizens disappointed with standard governmental issues. Through provocative and fiery substance, VOX looked to profit by web based entertainment calculations to arrive at offended youth and advance its patriot plan, zeroing in on issues like migration, public personality, and the rule of law. (Cervi & al., 2021).

To conclude, the union of TikTok and governmental issues addresses a change in outlook in how political correspondence is led, especially among youthful electors. By analysing the job of TikTok on the 23rd of July 2023 electing campaign in Spain, we can acquire important bits of knowledge into the advancing elements of political commitment,

cooperation, and activation in the computerized age. Through a nuanced examination of TikTok's impact on political talk and conduct, we can begin to understand the complex interplay between technology, democracy, and youth empowerment, shaping the future of political communication and civic engagement.

Social media platforms are increasingly influential in shaping public opinion and political discourse in the digital age, particularly among younger people. TikTok has emerged as a powerful tool for political communication and engagement, presenting unique opportunities and challenges for political actors attempting to connect with young voters. It is one of the most popular and fastest-growing social media platforms worldwide. In modern democracies, it is important to comprehend how TikTok influences young people's political engagement and perceptions. TikTok has become a crucial battlefield for political parties vying for the attention and support of the next generation of voters due to the platform's large user base of young adults and teenagers. (Anderson K.E., 2020).



Figure 1. A typology of users based on the two dimensions entertainment-oriented use and political use of social media. Source: Matthes, J. (2022).

By analysing how political showcasing efforts are directed on TikTok by the four most voted Spanish political parties in the last elections, in particular PP, PSOE, SUMAR, and VOX, we can acquire significant bits of knowledge into the procedures, strategies, and impacts of computerized political correspondence on youthful electors. The recognition of the transformative impact that social media platforms like TikTok are having on political

participation and engagement, particularly among young people drove the selection of this topic. (Cervi, L., & Marín-Lladó, C. (2021)). Young voters, who are digital natives who grew up with social media and constant connectivity, are increasingly relying on platforms like TikTok as their primary source of news, information, and political discourse. Understanding how ideological groups influence TikTok to reach and impact this segment is vital for surveying the advancing elements of popularity-based cooperation and portrayal in the computerized age. Also, the subject is applicable considering the developing concern encompassing the spread of deception, protected, closed off environments, and polarization via web-based entertainment stages. As youngsters progressively depend on TikTok for data and diversion, there is a gamble that they might be presented to misdirecting or one-sided political substance that builds up existing convictions or biases. (Matthes, J. (2022)). By analysing how ideological groups lead their showcasing efforts on TikTok, we can more likely figure out the expected effect of computerized political correspondence on youthful citizens' discernments, mentalities, and ways of behaving, as well as recognize procedures to moderate the spread of deception and advance urban proficiency.

Besides, the point holds importance with regards to constituent governmental issues and majority rule administration. Understanding the efficacy and ethical implications of digital political marketing campaigns grows in importance as political parties adapt to the digital landscape and use social media to engage voters. (Grossman, M., (2024)). By dissecting the procedures, content, and commitment measurements of ideological groups on TikTok, we can survey the degree to which these missions resound with youthful citizens, shape public talk, and impact electing results, in this manner adding to how we might interpret the advancing idea of popularity based legislative issues in the computerized age.

Furthermore, the choice of this subject is supported by the requirement for observational exploration and proof-based policymaking in the field of computerized majority rule government and political correspondence. While TikTok has arisen as a famous stage for political commitment, there stays a scarcity of examination on its consequences for youthful electors and majority rule processes. By leading a thorough investigation of the political showcasing efforts of the four most casted a ballot Spanish ideological groups on TikTok, we can produce significant bits of knowledge and information that can illuminate future examination, strategy improvement, and electing changes pointed toward protecting the trustworthiness and viability of computerized vote-based system. (Grossman, M., (2024)).

All in all, the subject of how the youthful populace is impacted through TikTok by the political promoting efforts of the four most voted Spanish ideological groups in the last decisions holds critical significance and importance in the contemporary political scene. By looking at the methodologies, strategies, and impacts of computerized political correspondence

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

on TikTok, we can acquire important experiences into the developing elements of vote-based support, portrayal, and administration in the advanced age, subsequently adding to a more educated and comprehensive democracy for all.

2. OBJECTIVES

2.1 GENERAL OBJECTIVE: ANALYZE THE IMPACT OF TIKTOK AS A POLITICAL COMMUNICATION PLATFORM ON THE SPANISH YOUTH POPULATION.

The impact of TikTok as a political communication platform on the Spanish youth population is notable and is due to various key factors. Firstly, TikTok has experienced exponential growth in Spain and worldwide, becoming one of the most popular applications, especially among young people (Instituto Nacional de Estadística (Spain), 2023). Its format of short videos and highly personalized recommendation algorithm make it attractive to this demographic, allowing for massive reach and active participation (Lenhart, A., Ling, A., & Campbell., 2010).

TikTok's influence on public opinion is also significant. The virality of political content, amplification of certain narratives, and exposure to different political perspectives can influence young people's perception of political issues and decision-making during electoral events.

Therefore, it is crucial to critically analyze how these tools are used and how they affect political perception and participation among the youth population. TikTok has emerged as a powerful force in political communication targeted at Spanish youth, with massive reach, high levels of engagement, and significant potential to influence public opinion and the political process.

2.2 SECONDARY OBJECTIVES.

2.2.1 EVALUATING HOW THE MARKETING CAMPAIGNS ON TIKTOK BY THE POLITICAL PARTIES PP, PSOE, VOX, AND SUMAR HAVE INFLUENCED THE PERCEPTIONS AND BEHAVIORS OF YOUNG PEOPLE DURING THE LAST ELECTORAL CAMPAIGN IN SPAIN.

During the last electoral campaign in Spain, the political parties PP, PSOE, VOX, and SUMAR actively utilized TikTok as a platform to reach the youth population. Leveraging the popularity and virality of this social network, the political parties created diverse and engaging content aimed at capturing the attention of young people and effectively conveying their political messages.

These marketing campaigns on TikTok offered politicians a unique opportunity to humanize themselves and connect more directly with the young audience. Through videos that showed more informal and everyday aspects of politicians' lives, the aim was to create a sense of closeness and authenticity that resonated with young people, moving away from the traditionally distant image of politics (Chadwick & Vaccari, 2019).

In summary, the marketing campaigns on TikTok by the political parties PP, PSOE, VOX, and SUMAR played an important role in shaping the perceptions and behaviors of young people during the last electoral campaign in Spain. By harnessing the potential of this digital platform, political parties effectively reached the youth population, humanized politics, and encouraged active participation and political awareness among this key demographic group.

2.2.2 Specific strategies and techniques used by political parties on TikTok to reach the young population.

Political parties have used countless strategies and techniques on TikTok to effectively reach and engage the youth. One of the most important strategies is to create visually appealing and engaging content that matches the desires and interests of TikTok's mostly young user base. This content is often created as short, catchy videos that use humour, creativity, and similar themes to capture the attention of viewers scrolling through their feeds. Using TikTok's dynamic and immersive format, the party aims to foster a sense of connection and resonance with the platform's younger audience, ultimately increasing the likelihood that its content will be shared and added to the platform (Cervi & Marín, 2021). In addition to creating engaging content, political parties are strategically using the platform's features and tools to increase their visibility and influence on TikTok. This includes using hashtags strategically to categorize and promote their content, participating in trending challenges to capitalize on popular trends and increase visibility, and partnering with influential TikTokers to leverage their existing audience and credibility. Using the viral nature and social influence of TikTok, political parties can cross traditional boundaries and connect with a wider range of young voters. (Cervi & Marín, 2021)

In summary, the specific strategies and techniques used by political parties to reach young people on TikTok involve a multi-pronged approach that combines compelling content creation, strategic use of the platform, authentic communication and active engagement. By leveraging the unique capabilities and dynamics of TikTok, political parties can effectively connect and mobilize a new generation of voters who are shaping the political landscape in innovative and influential ways.

2.2.3 EXPLORING THE IMPACT OF TIKTOK'S ALGORITHM AND CONTENT RECOMMENDATION SYSTEM ON EXPOSURE AND CONSUMPTION OF POLITICAL CONTENT BY YOUNG USERS .

Central to TikTok's appeal is its algorithm, a complex set of algorithms and machine learning techniques designed to curate and personalize user experiences based on individual preferences, engagement patterns, and interactions. The algorithm plays a key role in identifying and prioritizing what content appears in users' feeds, influencing their exposure to political content. A key aspect to consider is how TikTok's algorithmic architecture affects the virality and impact of political content among younger users. The algorithm tends to prioritize content that gets a lot of attention (such as likes, shares, and comments), which has a significant impact on the visibility of political messages. Content that resonates with the interests and preferences of TikTok's younger demographics is likely to amplify and spread widely across the platform, potentially reaching a larger and more diverse audience. (Ben Smith, 2021).

In addition, it is worth investigating the role of TikTok's content recommendation system in shaping users' consumption patterns of political content. By analysing user behaviour, preferences and interactions, TikTok's recommendation system can tailor content recommendations based on personal interests and tastes. This personalized approach to content delivery can create echo chambers or filter bubbles where users are primarily exposed to political content that reinforces their pre-existing views and opinions. (Ben Smith, 2021). Another aspect to consider is the potential algorithmic bias that may affect the discovery and consumption of political content on TikTok. Algorithms are not immune to bias, and there is a risk that certain political views or ideologies may be favored or marginalized within the platform's recommendation ecosystem. (Lerat, I., & Kligler-Vilenchik, N. (2019)). Understanding how these biases manifest and influence the diversity and pluralism of political discourse on TikTok is critical to assessing the platform's role in shaping political awareness and engagement among new users. (Kubin, E., & Von Sikorski, C. (2021)).

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

To sum up, investigating the impact of TikTok's algorithm and content recommendation system on new users' exposure to and consumption of political content involves the complex interactions between algorithmic mechanisms, user behaviour, and the dynamics of political discourse within the platform. By addressing these complexities, researchers can gain valuable insight into how TikTok affects the information landscape and civic engagement of young people.

2.2.4 POLITICAL DISINFORMATION TARGETING YOUNG TIKTOK USERS.

There is an urgent need to understand how political parties strategically spread political disinformation targeting new TikTok users. This objective refers to the methods and strategies used by political actors to spread misleading or false information to influence the opinions and behaviour of new users of the platform. A key aspect to explore is the use of TikTok's features and functionality to amplify political disinformation among younger users. (Kesley Chickering, 2024). Political parties can use the platform's algorithms to prioritize and promote content that fits their agenda, regardless of its accuracy or truthfulness. Using TikTok's recommendation system and engagement metrics, political actors can strategically target and influence impressionable young users, potentially leading to the widespread spread of false narratives and misinformation. (Kesley Chickering, 2024).

In addition, the content strategies used by political parties to spread political disinformation on TikTok need to be analysed. This may include creating and distributing misleading or deceptive content, such as edited videos, quotes taken out of context, or fabricated narratives intended to influence the beliefs and perceptions of younger users. Using TikTok's format and aesthetic, political parties can create content that is visually appealing and emotionally resonant, making it more likely to be shared and consumed by younger users. Another aspect to consider is the role of influencers and creators in amplifying political misinformation on TikTok. Political parties can partner with popular influencers to endorse or distribute misleading content, using their reach and influence to reach a wider audience of new users. In addition, political parties can use strategies such as paid campaigns or sponsored content to increase the visibility and spread of disinformation, further amplifying its impact on the perceptions and beliefs of new users. Gamir-Ríos, J., & Sánchez Castillo, S. (2022)).

Summarizing, in order to understand how political parties target new TikTok users to spread political disinformation it is necessary to examine the methods, strategies, and tactics used to spread misleading or false information on the platform. By addressing these complexities, researchers can gain valuable insight into the mechanisms by which political

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

misinformation spreads on TikTok and its potential impact on political awareness and engagement among new users.

3. METHODOLOGY

3.1 METHODOLOGY

The methodology followed for this study is an affordance-centred content investigation, a far-reaching approach that deliberately looks at how the elements and functionalities of TikTok impact the scattering and gathering of political substance, especially among youthful users. Affordances, in this specific circumstance, refers to the apparent or real properties of an article or climate that propose how it tends to be utilized. (Ronzhyn, A., Cardenal, A.S., (2022)).

In the domain of virtual entertainment stages like TikTok, affordances envelop the assorted arrangement of elements, and functionalities that shape clients' collaborations with the stage and impact the kinds of content that are created, shared, and consumed. Integral to this philosophy is the idea of affordance centred investigation, which leaps around understanding how the affordances of TikTok impact the correspondence systems and ways of behaving of political entertainers, as well as the discernments and reactions of youthful clients. By methodically analysing how ideological groups use TikTok's affordances to pass on their messages and draw in with youthful crowds, scientists can acquire important bits of knowledge into the powerful transaction between innovation, correspondence, and legislative issues in the advanced age. The most important phase in the procedure includes gathering and arranging all posts distributed by the four most casted a ballot Spanish ideological groups (PP, PSOE, SUMAR, and VOX) on TikTok during the predefined time span, which relates to the keep going races hung on 23J 2023. This exhaustive dataset of TikTok content fills in as the establishment for the ensuing examination, furnishing scientists with a rich and different arrangement of materials to look at.

Then, a coding plan is created to methodically order and investigate the substance of TikTok posts considering key factors of revenue. Thematic focus (such as policy issues or campaign messaging), engagement metrics (such as likes, comments, and shares), and use of TikTok affordances (such as hashtags, duets, and effects) may be included in this coding

scheme. The coding plan is intended to catch the nuanced elements and qualities of TikTok content delivered by ideological groups, considering an exhaustive and nuanced investigation. Prepared coders then, at that point, efficiently break down each TikTok present concurring on the coding plan, relegating significant codes to demonstrate the presence or nonattendance of explicit factors. This cycle guarantees consistency and unwavering quality in the examination of TikTok content across various coders, limiting possible predispositions and mistakes. When all TikTok posts have been coded, quantitative and subjective examinations are led to analyse examples, patterns, and subjects in the information. The frequency and distribution of various types of content, as well as engagement metrics, may be quantified through statistical and thematic analyses, as well as the identification of shared narratives and themes across posts. The discoveries of the substance investigation are deciphered and combined to reach determinations about how the chose ideological groups use TikTok as a feature of their political promoting efforts and its effect on youthful clients. This might include examining the adequacy of various substance methodologies, the utilization of TikTok affordances, and suggestions for political correspondence and commitment.

In conclusion, the affordance-centred content analysis method provides a rigorous and comprehensive framework for analysing TikTok's impact on Spanish political parties' political marketing campaigns. By efficiently looking at how gatherings use TikTok's highlights and functionalities to speak with youthful clients, analysts can acquire important bits of knowledge into the advancing elements of computerized political correspondence in the computerized age, illuminating future exploration, strategy advancement, and discretionary systems.

3.2 KEYWORDS OF THE STUDY

Keywords serve as fundamental concepts in understanding and analysing the impact of TikTok on the political marketing campaigns of Spanish political parties and its effects on young voters. These keywords encompass essential elements of the study, ranging from the platform itself to the methodologies employed for analysis. By elucidating the meanings and significance of these key words, the main goal is to provide a comprehensive framework for examining the multifaceted interactions between TikTok, political communication, and youth engagement in the context of contemporary democracy.

The key words of this project include:

- **TikTok:** A popular social media platform known for its short-form video content, characterized by features such as hashtags, challenges, duets, and effects. TikTok has gained widespread popularity among young users worldwide and has emerged as a prominent platform for political communication and engagement.
- **Political Marketing Campaigns:** Strategic efforts undertaken by political parties or candidates to promote their policies, ideologies, and candidates to voters. Political marketing campaigns often involve various tactics, such as advertising, public relations, and social media outreach, aimed at persuading and mobilizing voters.
- **Spanish Political Parties:** Organized groups that compete for political power and representation within the Spanish political system. Examples include the Partido Popular (PP), Partido Socialista Obrero Español (PSOE), SUMAR, and VOX. Each party has its own platform, ideology, and electoral strategies.
- **Affordance-Centred Content Analysis:** A research methodology that focuses on understanding how the features and functionalities of a digital platform (in this case, TikTok) influence users' behaviours and interactions. Affordances refer to the perceived or actual properties of an object or environment that suggest how it can be used.
- **Young Population:** Refers to individuals within a specific age range, typically defined as adolescents and young adults, who are in a formative stage of their lives and are often targeted by political parties and marketers due to their potential influence and susceptibility to messaging. Z generation refers to people born between 1996 and 2010. They're the second-youngest generation, between millennials and Generation Alpha. Gen Z identity has been shaped by the digital age, climate anxiety, a shifting financial landscape, and COVID-19.
- **Digital Political Communication:** The use of digital technologies, such as social media, websites, and mobile apps, to disseminate political messages, engage with voters, and mobilize support. Digital political communication encompasses a wide range of activities, including online advertising, social media campaigning, and interactive content creation.

- **Engagement Metrics:** Quantitative indicators used to measure the level of interaction and participation with digital content, such as likes, comments, shares, and views. Engagement metrics provide insights into the reach, resonance, and impact of political messages on social media platforms like TikTok.
- **Misinformation:** False or misleading information that is spread intentionally or unintentionally, often with the aim of deceiving or influencing public opinion. Misinformation can take various forms, including rumours, conspiracy theories, and manipulated media, and can have significant consequences for political discourse and democratic processes.
- **Digital Democracy:** The use of digital technologies to enhance democratic processes, promote citizen participation, and increase government transparency and accountability. Digital democracy encompasses a wide range of initiatives, including online voting, e government services, and social media activism, aimed at strengthening democratic governance in the digital age.

4. THEORETICAL FRAMEWORK

4.1 DEFINITION OF SOCIAL MEDIA AND ITS IMPORTANCE NOWADAYS.

Social media has turned into an indispensable piece of present-day culture, changing the way individuals impart, share data, and cooperate with one another. Characterized extensively, web-based entertainment alludes to online stages and applications that empower clients to make, offer, and trade content in virtual networks and organizations. These stages envelop a great many configurations, including person to person communication locales, microblogging stages, sight and sound sharing destinations, and informing applications, each offering special elements and functionalities.

At its center, web-based entertainment works with two-way correspondence, permitting clients to take part in continuous associations with companions, family, associates, and even

outsiders across the globe. Not at all like conventional media stations, like TV, radio, and print, web-based entertainment democratizes the creation and spread of content, enabling people to share their contemplations, suppositions, and encounters with a worldwide crowd. This democratization of content creation has democratized the progression of data, empowering clients to get to different points of view, perspectives, and wellsprings of information and data.

The significance of virtual entertainment in contemporary society couldn't possibly be more significant. With billions of dynamic clients around the world, stages like Facebook, Twitter, Instagram, and YouTube have become essential instruments for correspondence, cooperation, and local area building. These stages act as virtual gathering spots where individuals can associate with similar people, join gatherings and networks, and take part in conversations on points going from legislative issues and recent developments to side interests and interests. One of the critical elements of online entertainment is its capacity to work with quick spread of data. News and occasions can spread virally across informal organizations, arriving at a huge number of clients in no time. This continuous nature of web-based entertainment has reformed how news is consumed and shared, testing conventional news sources and forming public talk on a great many issues.

Besides, web-based entertainment has arisen as a strong stage for political articulation and activism. Ideological groups, up-and-comers, and activists influence web-based entertainment to arrive at citizens, prepare backing, and shape popular assessment. From political races to grassroots developments, online entertainment assumes a focal part in molding the political scene, giving a discussion to residents to voice their interests, advocate for change, and consider pioneers responsible.

Notwithstanding its part in political correspondence, web-based entertainment likewise impacts buyer conduct and buying choices. Organizations and brands utilize online entertainment to advance their items and administrations, draw in with clients, and fabricate brand faithfulness. Forces to be reckoned with and content makers influence their online entertainment presence to embrace items and sponsorships, forming customer inclinations and driving deals. Besides, online entertainment has changed the manner individuals consume diversion and media content. Stages like TikTok, Snapchat, and Jerk have upset the way clients draw in with music, recordings, and live streaming, offering vivid and intelligent encounters that take special care of different interests and inclinations.

In any case, close by its many advantages, web-based entertainment additionally presents difficulties and dangers. Issues like falsehood, cyberbullying, security infringement, and algorithmic inclination have raised worries about the effect of web-based entertainment on

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

society. In addition, the habit-forming nature of virtual entertainment and its capability to worsen social detachment and psychological wellness issues have provoked calls for more noteworthy guideline and responsibility. Additionally, the unknown idea of online collaborations can work with cyberbullying and badgering, presenting dangers to people's emotional wellness and prosperity.

Furthermore, worries about protection and information security have been elevated considering late outrages including the abuse of individual data by tech organizations and outsider designers. As virtual entertainment proceeds to develop and pervade all parts of society, tending to these difficulties will require coordinated endeavours from policymakers, innovation organizations, and common society to guarantee that web-based entertainment stays a power for good in the computerized age.

All in all, online entertainment assumes a focal part in contemporary society, shaping the way individuals impart, share data, and communicate with one another. From political articulation to customer conduct, amusement, and activism, web-based entertainment impacts practically every part of current life. Understanding the definition and significance of online entertainment is fundamental for exploring the intricacies of the computerized age and tackling its true capacity for positive social change.

4.2 POLITICAL MARKETING CONCEPT. DIGITAL MARKETING. POLITICAL DIGITAL MARKETING.

Political marketing is all about using marketing techniques to shape public opinion and influence voter behavior. It's more than just running election campaigns; it's about building a political brand, maintaining a good image, and keeping voters engaged over time. With the rise of digital marketing, political marketing has evolved to become more direct and efficient, allowing parties to reach their audiences in new and innovative ways. (O'Cass, A. (1996))

Digital marketing covers all marketing efforts that use the internet or digital devices, such as social media, email, search engines, and websites. In politics, digital marketing helps parties run targeted campaigns with messages tailored to specific groups. It also enables real-time interaction, allowing parties to gauge voter sentiment and adjust their strategies quickly. Digital marketing has transformed how political communication works, making it more dynamic, responsive, and driven by data.

Political digital marketing is a specialized area within digital marketing that focuses specifically on influencing political outcomes. This involves using platforms like Facebook, Twitter, Instagram, and especially TikTok to share political content, connect with voters, and rally support. Unlike traditional political advertising, which is often one-way communication, political digital marketing is more interactive, allowing voters to engage in conversations and participate in political discourse. By analyzing the data from these interactions, parties can fine-tune their messages and better target different voter groups. Digital marketing has proven particularly effective in reaching younger voters, who are more likely to consume content online. (Barbeito Iglesias, R., & Iglesias Alonso, Á. (2021)).

The rise of TikTok as a tool for political marketing in Spain, especially among young people, is a fascinating example. TikTok, with its short, engaging videos, has become a go-to platform for political messaging. In the 23J 2023 elections in Spain, major political parties like PSOE, PP, SUMAR, and VOX used TikTok to connect with younger voters. These parties crafted creative strategies that resonated with the platform's mainly young users, using trends, memes, and collaborations with influencers to make their messages more engaging and relatable. TikTok's algorithm, which favors content based on user interests and engagement rather than the number of followers, allowed these parties to expand their reach and visibility among younger voters.

The use of TikTok in political campaigns highlights a broader shift in political engagement. For many young people in Spain, traditional forms of political communication, like televised debates or newspaper articles, are less appealing. They prefer content that is interactive, entertaining, and easy to access on their phones. This trend has pushed political parties to rethink their strategies, focusing on creating digital content that captures the attention of younger audiences. The effectiveness of these strategies in the 23J 2023 elections underscores the growing importance of digital platforms in political marketing and the need for parties to stay on top of digital trends. (Quevedo-Redondo, R., & Gómez-García, S. (2023)).

In summary, the integration of digital marketing, particularly through platforms like TikTok, has significantly changed political marketing strategies in Spain and around the world. By tapping into the unique features of digital media, political parties can engage more effectively with voters, especially younger ones who are moving away from traditional media. The 23J 2023 elections in Spain illustrate how political marketing is adapting to a digital-savvy electorate, highlighting the need for innovative, data-driven approaches in today's digital landscape.

4.3 INFLUENCE OF SOCIAL MEDIA ALGORITHMS ON POLITICAL COMMUNICATION AND PUBLIC OPINION.

Social media algorithms are a big part of how political messages get spread and how public opinion is shaped today. These algorithms are like invisible forces that decide which content appears on users' feeds based on their behavior, preferences, and past interactions. On platforms like Facebook, Instagram, Twitter, and TikTok, this means the political content people see is often tailored specifically to what they already like or engage with, which can have a huge impact on their political opinions and views. (Klug, D., Qin, Y., Evans, M., & Kaufman, G. (2021, June)).

One significant effect of these algorithms on political communication is the creation of "echo chambers" and "filter bubbles." Echo chambers happen when people are mostly exposed to information that reinforces their existing beliefs, while filter bubbles limit exposure to diverse viewpoints by filtering out content the algorithm thinks the user won't like. This kind of selective exposure can strengthen existing biases and increase political polarization because people aren't seeing content that challenges their opinions or offers different perspectives. For political parties, knowing how these algorithms work is crucial for designing strategies that target specific groups of voters and encourage engagement. (Klug, D., Qin, Y., Evans, M., & Kaufman, G. (2021, June)).

Social media algorithms also play a big role in determining which political content goes viral. Algorithms tend to boost posts that generate a lot of engagement, like likes, comments, and shares. This means that content that triggers strong emotions or is sensational is more likely to spread widely, even if it's not accurate or credible. This can lead to misinformation or extreme content influencing public opinion and voting behavior. (Nahon, K. (2015)). Political parties might take advantage of this by creating content meant to spark strong reactions, knowing that this increases their chances of reaching a bigger audience.

Additionally, algorithms affect how far political campaigns can reach. Parties that understand how these algorithms function can optimize their content to get more exposure. For instance, they might use trending topics, popular hashtags, and engaging formats like videos or memes to boost their content's visibility. Algorithms also favor regular and frequent posting, so parties are encouraged to keep a steady flow of content to stay relevant on people's feeds. This constant need for engagement often shapes political conversations on social media, favoring quick sound bites and catchy messages over detailed discussions and policy explanations. (Nahon, K. (2015)).

Also, TikTok fosters active user participation through content creation and sharing. This enables political parties and individual users to engage with the audience in a more dynamic and personalized way than other traditional platforms. Thus, TikTok becomes an effective channel for reaching young people and communicating political messages in a closer and more accessible manner.

In addition to humanizing politicians, the campaigns on TikTok encouraged active participation from young people through challenges, contests, and calls to action. This incentivized young people to interact with political content creatively, sharing their opinions and experiences, and thus contributing to increasing engagement and the dissemination of political messages among their peers (Amel Pintol, 2021).

The impact of these marketing campaigns on TikTok was not limited solely to the dissemination of political messages but also contributed to increasing political awareness among young people. By presenting politics in an accessible and entertaining way, young people were engaged in discussions about political and social issues that they might otherwise have ignored, thus stimulating their civic participation and interest in public affairs (Marta-Lazo, C., & Pérez, M. D. M. G. (2012)).

In short, social media algorithms have a major influence on how political messages are shared and how people form their opinions. They determine what content gets seen, create echo chambers and filter bubbles, and influence how far political messages spread. For political marketers, understanding these algorithms is key to navigating social media effectively to connect with voters. As social media continues to be a powerful tool in political campaigns, the role of these algorithms in shaping public discussion and democracy will only grow.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

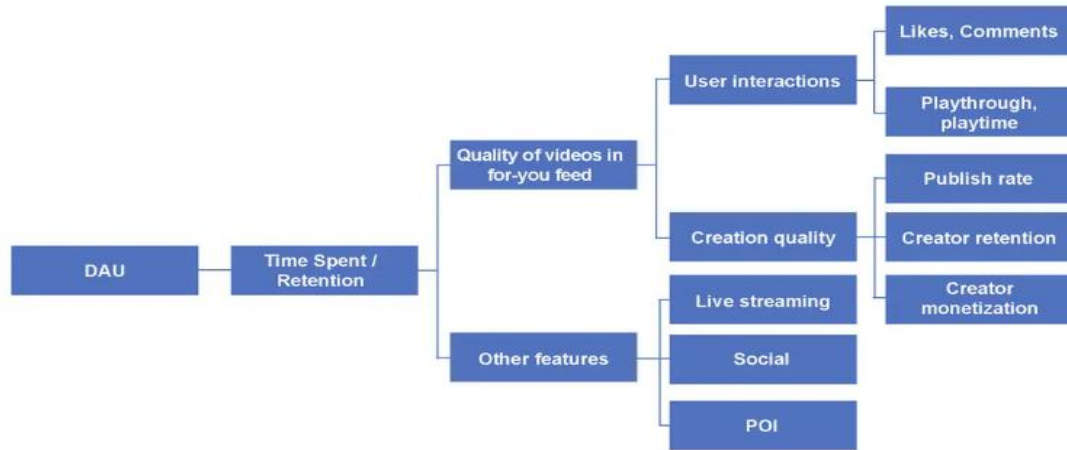


Figure 2. A chart illustrating the goals of TikTok’s algorithm. This image was reproduced by The New York Times from original documents. Source: The New York Times (2021).

4.4 Content Analysis Matrix.

Chart 1. Content analysis matrix.

Category							
Own creation		Duet		Challenge			
Content							
Personal							
Political	Speech within the political framework						
	Strategic speech			Political branding (party)			
				Personalization (leader)			
				Acknowledgments			
Criticism or response to criticism							
Entertainment							
Format							
Video (dialogue only)		Video with music		Video with effects		Video with music and effects	

Source: Elaborated by the authors, based on Cervi and Marin (2021) and Anastasio (2022).

Figure 3. Content Analysis Matrix. Source: Cervi and Marín (2021) and Anastasio (2022).

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

Political parties have adopted a personal and authentic approach to communicating on TikTok to humanize their messages and connect with their audiences on a more personal level. This often includes showing behind-the-scenes footage of political events, sharing candid moments with party leaders and engaging in conversations with supporters. By cultivating transparency, accessibility and relevance, Party aims to build trust and relationships with TikTok users, ultimately fostering deeper engagement and loyalty among the platform's young and digitally savvy audience.

In addition, political parties use TikTok as a platform for civic engagement, encouraging young users to actively participate in political discourse and democratic processes. This includes holding virtual town halls, organizing question-and-answer sessions with party representatives and supporters for feedback and input on key policy issues. By providing opportunities for direct participation and dialogue, the goal of political parties is to give young voters the opportunity to participate in the political process and feel invested and involved in shaping the country's future. (Cervi & Marín, 2021).

4.5 GENERATION Z AND ITS BEHAVIOR TOWARDS SOCIAL MEDIA.

Generation Z's relationship with social media is deeply embedded in their lives, shaped by their status as digital natives and their desire for authenticity, creativity, and social impact. Growing up online, Gen Z navigates platforms like TikTok, Snapchat, and Instagram with ease, preferring short, visual content that aligns with their need for quick, interactive experiences. However, unlike previous generations, they are more cautious about sharing personal information, often opting for private or temporary posts to maintain control over their digital identities.

This generation values authenticity over curation, favoring influencers and brands that share real, unfiltered content. Social media isn't just entertainment for them; it's a powerful tool for activism and self-expression, a place to advocate for causes such as climate action, social justice, and mental health awareness. With a heightened awareness of social media's impact on mental well-being, many Gen Z users promote a balanced, intentional approach to online engagement, advocating for digital wellness alongside their digital connections.

In short, Gen Z's social media behavior is marked by a blend of creativity, caution, and conscious activism, reflecting their unique approach to technology and shaping the future of digital interaction. (David Roman, 2024).

4.6 THE SCARCITY OF RESEARCH ON SOCIAL MEDIA 'S ROLE IN POLITICAL ENGAGEMENT AMONG SPANISH YOUTH

The scarcity of research on social media's role in political engagement among Spanish youth, compared to the abundance of studies from the U.S., stems from several interconnected factors. One primary reason is the disparity in funding and research priorities. In the U.S., there is substantial investment from universities and think tanks to understand the political impact of social media, especially as American politics have become more polarized and digitally driven. Since most major social media platforms are U.S.-based, American institutions have a vested interest in exploring their impact on domestic politics, especially youth behavior, creating a wealth of data centered on U.S. users.

Additionally, the dominance of U.S.-based social media companies and their influence in shaping political narratives make them prime subjects of study within the United States. In contrast, Spain's academic focus on social media is generally less centered around political engagement and more focused on cultural or social issues. Young people in Spain often engage in political activity through traditional grassroots movements and protests, with social media acting as a supplementary, rather than primary, means of political engagement. Consequently, social media's political influence in Spain is less studied, as the main avenues for youth political expression often lie outside the digital realm.

Language and publication accessibility also contribute to this imbalance. Most globally cited academic journals are in English, creating a bias toward English-language studies, often focusing on English-speaking countries. Although Spanish researchers conduct studies on youth social media usage, these are frequently published in Spanish-language journals, which are less visible to a global audience. This results in a perception that there is limited research on the topic in Spain, even if some studies exist.

Despite these factors, European research on digital political behavior is growing, spurred by social media's increasing role in European elections and political engagement. As digital activism gains traction across Spain and Europe, the gap in studies may start to close, bringing more focus to how Spanish youth engage politically online and revealing new insights into their unique digital-political dynamics.

5. RESULTS ANALYSIS

5.1 ANALYSIS OF THE MARKETING STRATEGIES RULED BY THE DIFFERENT SPANISH POLITICAL PARTIES IN THE LAST CAMPAIGN 23J.

During the 23J 2023 electoral campaign in Spain, the major political parties—PP (Partido Popular), PSOE (Partido Socialista Obrero Español), Sumar, and VOX—each used social media in unique ways to connect with voters and push their messages. Here's a simplified look at how their strategies compared:

Beginning with PP and PSOE, the position at that time was clear. PP were the opposition, meaning that their political message differentiates a lot from what the PSOE was giving. What was their content based on? On positioning against PSOE and debating any argument they mention. They started communicating their rival errors and elevating them, creating more and more virality. (@itziaroltra).

partidopopular ¿Qué es el sanchismo?

👉 Maldad, mentiras y manipulación.

#FeijóoEH

Ver los 514 comentarios

lenceramos 🙌🙌🙌🙌🙌 Un futuro Presidente con talla de hombre de Estado.

Image 1. This is an example of what has been mentioned before. Source: Posted on Partido's Popular Instagram. (@itziaroltra).

These are the Instagram feeds from Partido Popular and Psoe. On the left (PP), Pedro Sánchez's name appears more than anything, even more than on his own political party feed.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

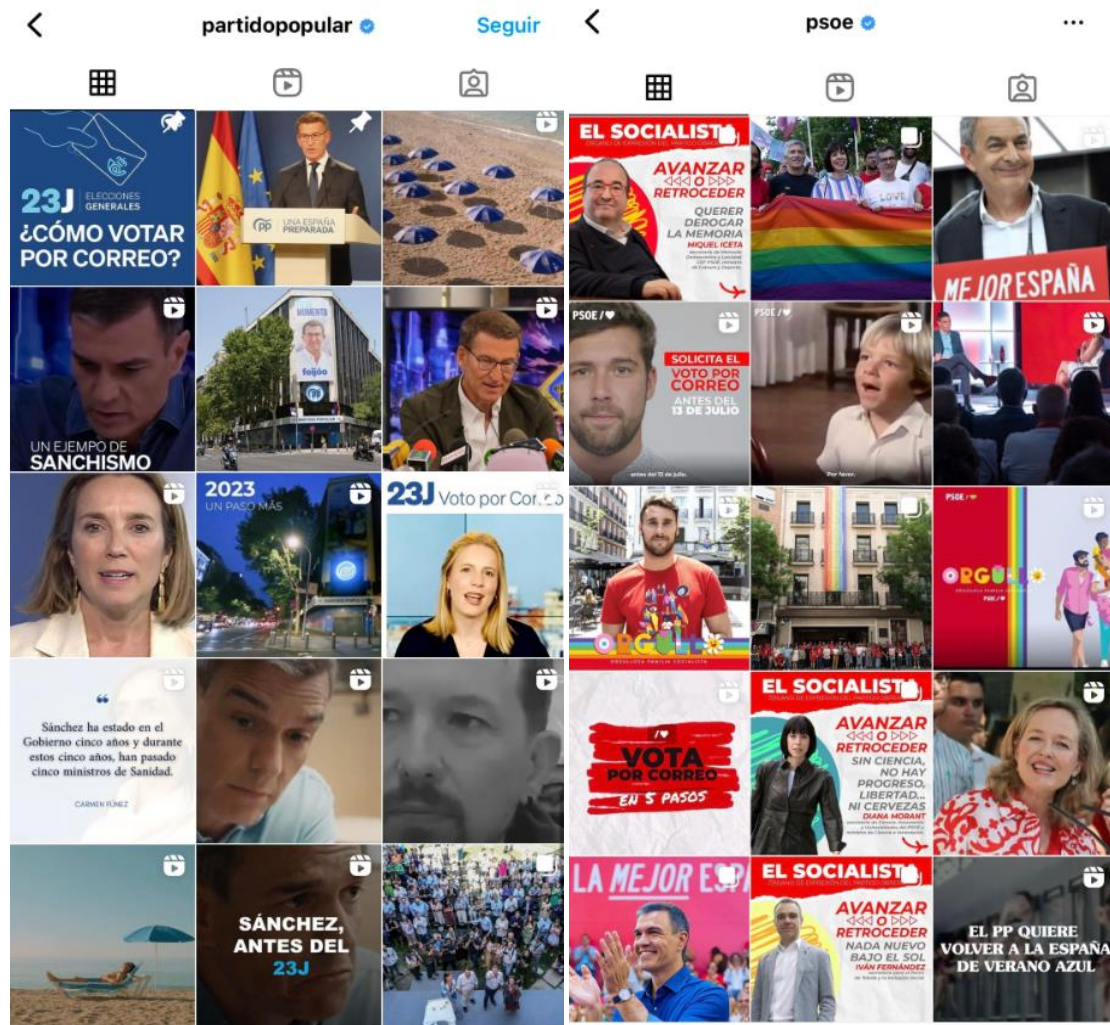


Image 2. Partido Popular and PSOE 's Instagram feed. Source: Instagram.

Why does something like this happen? PP studied their ‘buyer persona’ and they were adapting their message. In positive: the message is shared by a meaningful percentage of the population: The idea it's very clear: ‘yes, the others have done horrible, this means I am better than them’. In negative: it is perceived as an ‘against’ political campaign and the propositions are forgotten. (@itziaroltra)

Partido’s Popular representative, Alberto Núñez Feijóo tried to be very close to everyone. His message was based on: ‘I am also one of you’ or ‘I am going to govern for everyone’. Words play a crucial role. In his discourse, he doesn't want to exclude anyone, and every phrase was previously studied. (@itziaroltra).

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

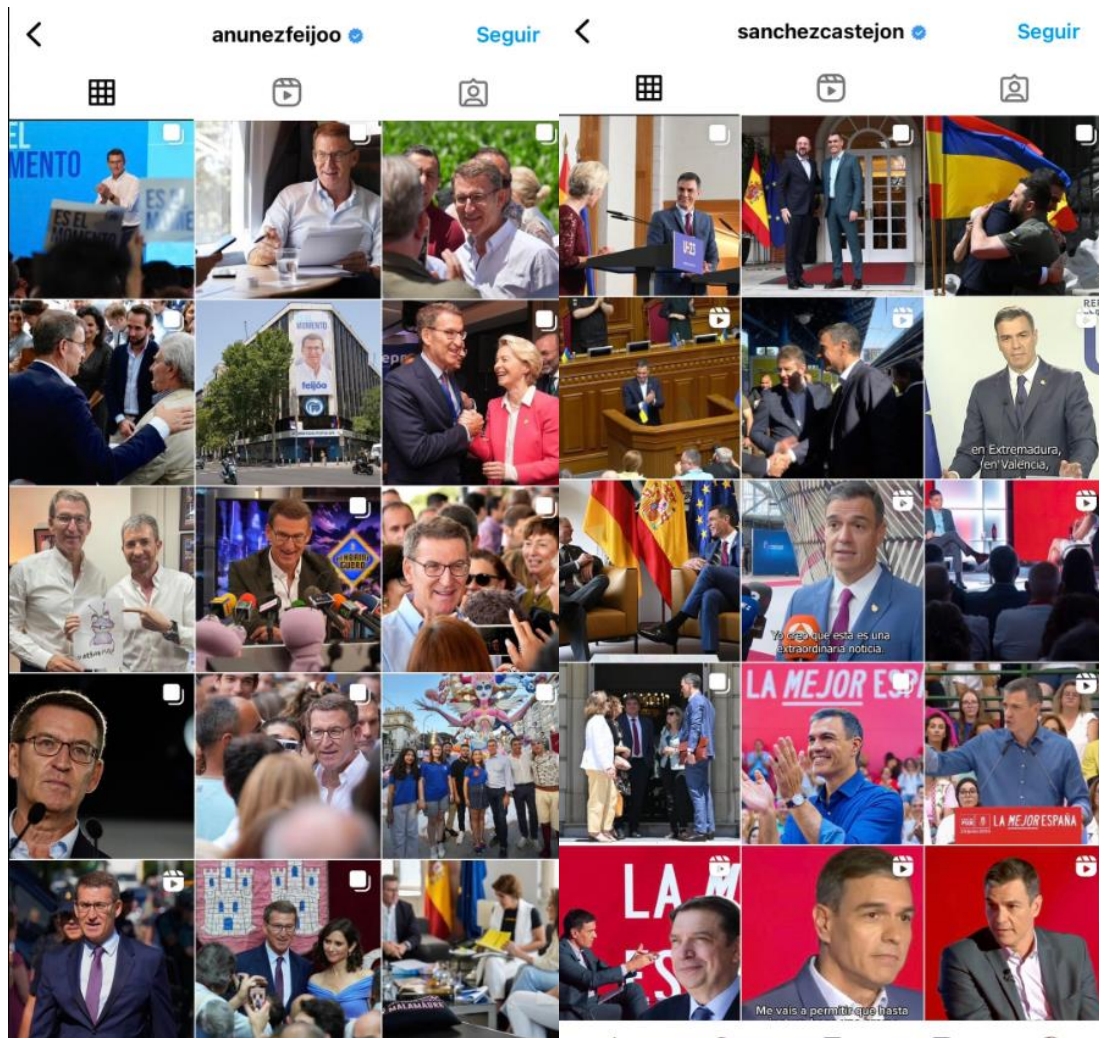


Image 3. Feijoo's and Sanchez 'Instagram feed. Source: Instagram

The differences between Feijoo's and Sanchez's Instagram feeds. (@itziaroltra).

Meanwhile, in VOX everything is different and kind of messy. In a cluttered environment and context, there is disorder in their posts, lacking a clear underlying style. Priority has been given to noise. Nonetheless, Spanish flags, the color green, and patriotism are evident.

The leader's figure has been reinforced, with praise and exaltation of his virtues. The leader's public appearances have been highlighted on their social media. The role of savior suits Abascal well.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

Unfiltered direct attacks and counter attacks have occurred, favoring a harsh, concise, direct, raw, and aggressive discourse. His words, in a high tone, translate into reproaches, attacks, and severe criticism: “This is how you respond to a Bilduetarra,” “response to Sindicatos Comegambas”. Sometimes bordering on disrespect: at the Ministry of Equality, “psychopaths have taken charge.”

Among the main mentions, their social media features the following resources: Immigration, ETA, Spain, Spaniards, occupation, Communist Government, men, or women. Their key words have been: unity, family, countryside, freedom, borders, and industry.

On the other hand, Sumar’s movement that aims to unite the lefts of the country has found a special focus in its posts, featuring the figure of a correspondent who has covered their events and given voice to Yolanda (Sumar’s representative). Yolanda was heard in her speeches with phrases like: “Looking to the future,” “we are not going back to the past,” “we need you,” or “we will go out to win on the 23rd of July.”

Sumar favors inspiring and conciliatory verbs: “mobilize,” “love,” “be happy,” “we will do it,” “vote with joy,” “win the country,” or “debate.”

In a more inclusive language, extending a hand to women, Yolanda has leaned on feminism. In more technical details, Yolanda uses “country” rather than “Spain.”

5.2 MAIN FEATURES OF EACH PARTY ON TIKTOK.

The main ideas posted by each party on TikTok during the electoral campaign are the following ones:

5.2.1. Partido Popular (PP):

Different events promoting their mobilization across various geographic locations in Spain.

Moving images of Feijóo in Oviedo, with his voice heard in the background.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

Close-up of Feijóo's speech. Criticisms of the "Sí, es Sí" Law. "We don't want a government with 22 ministers." Criticism of separatists.

Formality breaks with "Until He Met Him," acknowledging Feijoo's figure while dismissing Abascal and Sánchez.

5.2.2 Partido Socialista Obrero Español (PSOE):

Assessment of memes about Pedro Sánchez.

Pedro Sánchez's indie period. Touches of humor on 'Hora Veintipico'.

Pedro Sánchez's appearance, acknowledging that he is a fan of Taylor Swift on 'La Pija y el Quinqui' and talking about music.

The PSOE adds humorous touches to their TikTok with a "cracking up" or a Pinocchio emoji.

Social measures.

Public gratitude from Pedro Sánchez.

He asks for the trust of Spaniards in the Final Debate on RTVE.

5.2.3 VOX

Attacks on Feijoo and Sánchez, who has "put hundreds of monsters on the streets."

More conciliatory speech, addressing the diversity present in Spain (sex, race, sexual orientation).

Abascal's mass rally.

Protection of workers (self-employed quotas), elimination of the Ministry of Equality, where "psychopaths" have taken charge and "released rapists."

Climate change. Opposing the establishment of "a climate dictatorship." They argue that "Spain has enough water."

Espinosa de los Monteros' intervention in the A7 Debate about the murder of Miguel Ángel Blanco.

"No Catalan or Islamic republic."

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

Dissemination of Gloria Meloni 's speech.

Impositions from Brussels.

Defense of private property and “Ineffectiveness of the State in dealing with occupation.”

Proposes cutting political class benefits.

Defense of the worker.

Ignacio Garriga’s confrontation in Badalona.

“It’s time. Let’s kick them out!” Promoting the overthrow of the socialist government.
Commitment to Spanish military personnel.

5.2.4 SUMAR

Coverage of events where many women express their opinions. A transgender woman is given coverage.

Refuting Feijoo, whom they attack.

“Vote with excitement and hope.”

“It’s for you.” Yolanda communicates that “Sumar means certainty.”

Pensioners stop Yolanda on the street.

Denounces Vox’s transphobia.

Promotion of Yolanda Díaz’s more human and social image.

Defense of feminism.

Focusing on the Final Debate on RTVE: “Abascal, stop laughing at us” and “the far right wants to turn feminism into a gender war.”

5.3 IMPACT OF THE SOCIAL MEDIA CAMPAIGNS: INTERACTIONS, REACH, VIRALITY...

The 23J campaign, the first general elections in Spain since the video platform, TikTok, became popular, split into two layers. One consists of the content published by each user, which is completely buried under TikTok's complex algorithm and its formula for deciding what goes viral. The other is made up of the parties' own accounts, which compete for user attention organically, with fewer options for artificial boosting than they have on other networks.

Vox is winning that second race. Any user who has browsed the official party profiles in recent years could see this, but the call for elections has made the difference with the other parties even greater.

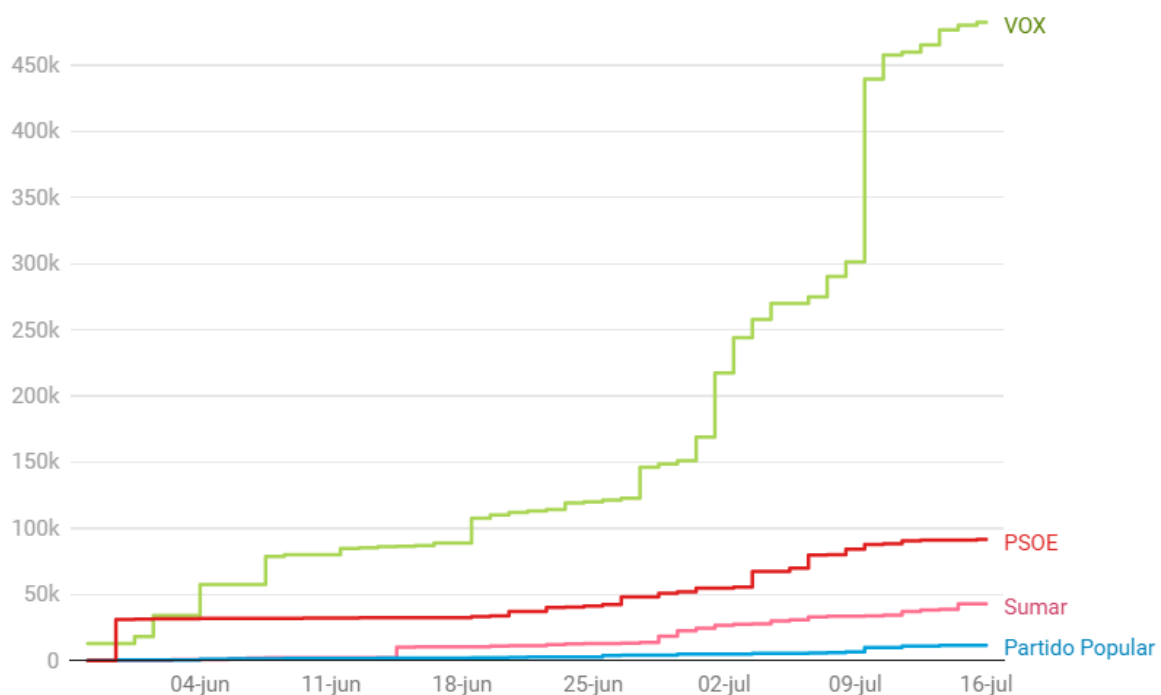


Figure 4. Accumulated exposure (hours watched) on TikTok for each party between May 29 and July 16 2023. Source: INE (2023)

This is demonstrated by an analysis of the interest generated by each party's videos on TikTok, conducted by the consultancy Science4insights. "They use a youthful communication style adapted to TikTok, but I don't think it is that different from what the other parties use. I don't believe they use more successful or unique approaches," explains Víctor Gil, a sociologist

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

and author of the report, in a conversation with elDiario.es. "I think it has more to do with the simple fact that they have more support." (Del Castillo, C. (2023, 21 julio)).

"Their videos are shared more and viewed more, and because of the way TikTok's algorithm works—which is, in a way, more meritocratic since it can make any content go viral regardless of the number of followers the account has," he adds.

Vox dominates this statistic with 74%.



Figure 5. Percentage of video hours consumed for each party per 100 hours between May 29 and July 16 2023. Source: INE (2023).

“At that time, the scandal involving YouTubers and influencers moving to Andorra had erupted, and they were heavily criticized by the left-wing circles. This caused many of the figures who had the most traction on YouTube and the new networks, such as Twitch and TikTok, to become critical of those parties and more aligned with Vox,” explains Víctor Gil. “Over time, a good number of these influencers have become defenders of Vox or openly share far-right positions.” This idea can explain in some way, why political parties like VOX erupted in a notorious context on different social media, gaining plenty of interactions and higher percentages of virality than their political rivals. Another reason is that their messages are simpler than any others, meaning that they are easier to share. What is also known as ‘populismo de derechas’. (Del Castillo, C. (2023, 21 julio))

Behind Vox, PSOE and Sumar share similar impact figures. Their strategies do not differ much from each other or from those of Vox, although each party benefits more from certain content over others. But the star of the campaign on TikTok, admired by some and criticized by others, is Sumar's "michioplátano," a character shaped like a banana with the face of a cat that has appeared in several of their videos. (Del Castillo, C. (2023, 21 julio))

The videos show him voting for Yolanda Díaz after dreaming that PP and Vox won the elections or celebrating the repeated increases in the minimum wage by the Government. These are not the videos that have the most views for Sumar, as the videos of Díaz talking about feminism or with a domestic worker have far more views. However, they are the most viral

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

when it comes to generating debate, as a large number of users have shared them on other networks to express their opinions. (Del Castillo, C. (2023, 21 julio))

The comments on the “michiplatano” videos themselves show this open debate. A large number of young people praise the left-wing coalition for taking a risk with this type of communication approach, which plays with the language of this social network. Other users are surprised by the tone, question whether Sumar is seeking the vote of minors or criticize this kind of code for electoral messages.

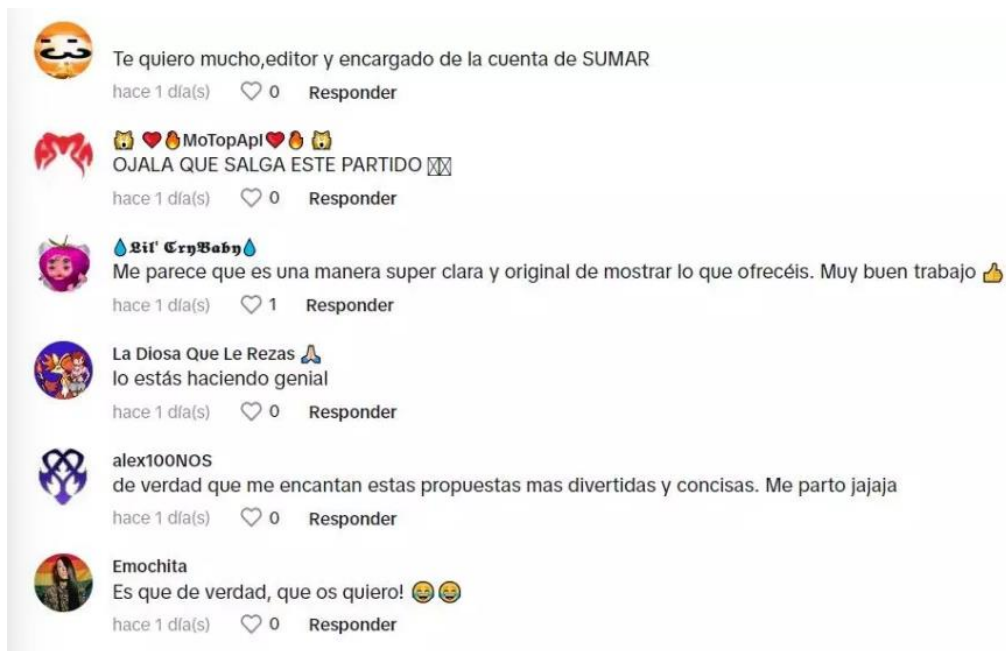


Image 4. Comments on Instagram Social Media. Source: Own elaboration

The PSOE's strategy does not include any guest characters. On the contrary, the socialist campaign on TikTok is standing out due to the great success of the videos featuring clips of Pedro Sánchez's appearances on podcasts and television programs. This once again demonstrates the TikTok rule that having more followers does not equal more virality: PSOE is the party with the fewest followers among the four main contenders in this 23J election, but it has achieved the video with the most impact. (Del Castillo, C. (2023, 21 julio))

The PP appears in last place. Of all the hours that TikTok users have spent watching the official content of the parties, only 2% were videos from Feijóo's party. Most of the PP's

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

videos on TikTok are campaign slogans that do not exceed 10,000 views, a figure that represents the minimum impact for the other three parties. (Del Castillo, C. (2023, 21 julio))

5.4 SPANISH POLITICAL PARTIES ENGAGEMENT STRATEGIES

TikTok, which was already widely used before the pandemic, flourished during the lockdown in many parts of the world, reaching 2 billion downloads worldwide and 800 million monthly active users by the end of 2020. 41% of these users are aged between 16 and 24 years old. (Laura Ceci, 2024).

Number of TikTok downloads from 1st quarter 2018 to 4th quarter 2023.

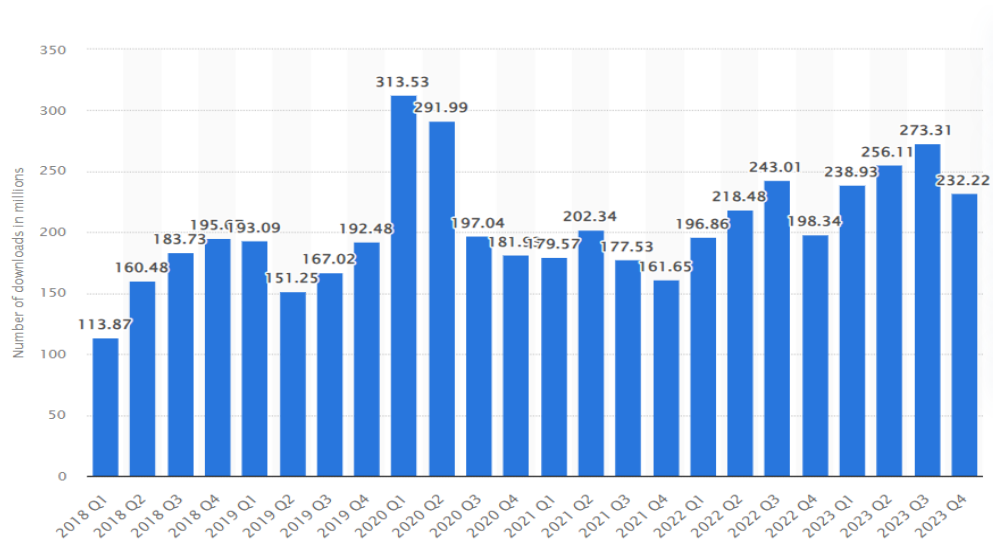


Figure 6. Number of TikTok downloads from 1st quarter 2018 to 4th quarter 2023. Source: Statista, 2023.

Recognizing that the political use of TikTok remains understudied, this article aims to investigate whether and how Spanish political parties use TikTok as part of their communication strategies. Through a utility-based analysis of the news content published by all four main Spanish parties (PP, PSOE, Sumar and Vox), the current results show that, despite

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

the adoption of the platform by all Spanish parties, its use is not similar. From a quantitative perspective, PP was the first party to open a TikTok account, but its use has been discontinued. Vox is the party that posted the most and most consistently, which also benefits the party from a qualitative point of view. Vox generated more engagement, and it seems; to better understand and use specific TikTok features.

The results of the study concluded that although Spanish political parties around the world do not fully exploit the platform's potential and tend to use it as a one sided propaganda tool, the most engaging are those posts that support interaction and are oriented towards political entertainment. (Laura Cervi & Carles Marín-Lladó, 2021).



Figure 7. TikTok followers, likes and follows of the most representative Spanish political parties. (TikTok, may 7th, 2024). Source: Own Elaboration.

6. CONCLUSIONS

TikTok's Influence on Political Engagement: TikTok has completely transformed the way political campaigns engage with younger voters. Unlike traditional media, which tends to be more static and formal, TikTok thrives on short, lively videos and interactive content. This format is perfect for younger audiences who are used to quick, engaging interactions. Political parties that successfully leverage TikTok's unique features—like trending challenges, catchy sounds, and viral trends—can capture the attention of younger voters in a way that feels more immediate and personal. The platform's algorithm, which promotes content based on engagement rather than follower count, means that creative and relatable content can gain massive visibility quickly, influencing how and what young people think about politics.

Vox's Success with Bold Content: Vox's approach on TikTok really underscores the effectiveness of bold, eye-catching content. By using strong, provocative messages and visually striking videos, they managed to stand out from the crowd. Their strategy involved pushing content that was designed to be attention-grabbing and shareable, which is crucial on a platform where standing out is key to going viral. The success of this approach illustrates that on TikTok, making a bold statement and capturing viewers' attention right away can lead to high engagement and widespread sharing, which boosts the overall impact of the campaign.

PSOE's Winning Formula with Media Clips: PSOE's strategy of sharing clips from Pedro Sánchez's appearances on podcasts and TV shows turned out to be highly effective. Despite having fewer followers compared to other parties, these clips resonated well with viewers because they were high-quality and relevant to current political discussions. This approach demonstrates that sometimes, the quality and relevance of the content can outweigh the sheer number of followers. By focusing on content that was informative and engaging, PSOE managed to make a significant impact on TikTok, proving that well-crafted media appearances can drive high engagement even in a crowded social media landscape.

Sumar's Use of Humor and Relatability: Sumar's "michiplatano" character was a standout success because it used humor and relatability to connect with TikTok users. This playful and meme-driven approach resonated particularly well with younger audiences who appreciate entertaining and shareable content. By incorporating humor and engaging directly with popular internet culture, Sumar created content that was not only memorable but also highly shareable. This strategy highlights the power of using humor and relatability to build a connection with viewers, making it easier for content to spread and engage a broad audience.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

PP's Struggle with Old-School Tactics: The PP's campaign on TikTok struggled partly because their content felt outdated compared to the dynamic nature of the platform. Their reliance on traditional slogans and less engaging formats didn't quite fit with TikTok's emphasis on creativity and interaction. This experience shows that sticking to old-school methods may not work well on social media platforms that thrive on innovation and trendiness. For political campaigns to succeed on TikTok, they need to embrace new strategies that align with the platform's interactive and trend-driven culture, rather than relying on conventional approaches that might not resonate with the audience.

Adapting to TikTok Trends is Key: To succeed on TikTok, campaigns need to be agile and quick to adapt to the latest trends. TikTok thrives on trends, whether they are new challenges, popular songs, or viral memes. Content that taps into these trends is more likely to gain traction and reach a wider audience. Political parties that can quickly pivot their content to match what's currently trending on TikTok will have a better chance of staying relevant and engaging. This adaptability is crucial for maximizing visibility and impact, as being part of the trend conversation can significantly boost a campaign's reach and effectiveness.

The Power of Relevant and Emotional Content: Content that resonates emotionally with viewers or addresses relevant issues tends to perform better on TikTok. Videos that connect with people's personal experiences or evoke strong feelings are more likely to be shared and discussed. This approach shows that emotional and relevant content can drive higher engagement and sharing, making it a powerful tool for political campaigns. By focusing on what matters to viewers and making content that taps into their emotions or current concerns, campaigns can create a stronger connection with their audience and enhance their overall impact.

How TikTok's Algorithm Affects Visibility: TikTok's algorithm plays a major role in determining which content gets seen. It rewards videos that receive high levels of engagement, such as likes, comments, and shares, and can push content to a broader audience even if the account doesn't have many followers. Understanding how this algorithm works and creating content that encourages interaction is crucial for gaining visibility on the platform. Campaigns that can produce engaging and interactive content are more likely to benefit from the algorithm's boost, helping their videos reach a wider audience and achieve greater impact.

Interactive and Shareable Content Works Best: On TikTok, content that encourages user interaction or is highly shareable tends to perform the best. Videos that prompt viewers to comment, share, or engage in challenges are more likely to go viral. This means that creating

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

content designed to spark interaction or sharing can significantly enhance a campaign's reach and effectiveness. Political parties should focus on making content that not only entertains but also invites viewers to participate and spread the message, as this is key to maximizing engagement and visibility on TikTok.

Future of Political Campaigns on TikTok: TikTok is set to remain a significant platform for political campaigns moving forward. As social media continues to evolve, political parties need to keep adapting their strategies to stay effective. Being creative and keeping up with TikTok's evolving trends and features will be crucial for future campaign success. Political campaigns that can innovate and stay relevant in the face of changing social media dynamics will be better positioned to engage with their audience and achieve their goals.

How TikTok Affects Young Voters: TikTok has a profound effect on young voters by making political content more engaging and relevant to them. The platform's ability to present information in a fun and relatable way helps connect with younger audiences, who are more likely to engage with and share this content. By using TikTok to create videos that resonate with young people's interests and concerns, political parties can boost awareness and participation among this key demographic. This increased engagement on TikTok can translate into higher political involvement and influence how young voters perceive and interact with political issues.

7. BIBLIOGRAPHY

- Akram, W., & Kumar, R. (2017). A study on positive and negative effects of social media on society. *International Journal of Computer Sciences and Engineering*, 5(10), 351-354.
- Amel Pintol. (2021). Development of Social Media in Modern Political Marketing.
- Anderson, K. E. (2020). Getting acquainted with social networks and apps: It is time to talk about TikTok. *Library Hi Tech News*, 37(4), 7–12.
- Barbeito Iglesias, R., & Iglesias Alonso, Á. (2021). Political emotions and digital political mobilization in the new populist parties: the cases of Podemos and Vox in Spain. *International Review of Sociology*, 31(2), 246-267.
- Ben Smith. (2021). How TikTok reads your mind. *The New York Times*.
- Cervi, L., & Lladó, C. M. (2021). What are political parties doing on TikTok? The Spanish case. *Profesional de la Información*.
- Cervi, L., Tejedor, S., & Marín Lladó, C. (2021). TikTok and the new language of political communication. *Universitat Jaume I*.
- Chadwick, A., & Vaccari, C. (2019). News sharing on UK social media: misinformation, disinformation, and correction.
- Chickering, K. (2024, 20 marzo). TikTok's influence on young voters makes it a threat to US democracy and an asset to marketers. *Forrester*.
- Cho, M., Jeong, D., & Park, E. (2024). AMPS: Predicting popularity of short form videos using multi-modal attention mechanisms in social media marketing environments. *Journal of Retailing and Consumer Services*, 78, 103778.
- Del Castillo, C. (2023, 21 julio). Las primeras generales de TikTok: Vox dispara su impacto y Sumar sorprende con el «michiplatano». *EIDiario.es*.
- Gündüz, U. (2017). The effect of social media on identity construction. *Mediterranean Journal of Social Sciences*, 8(5).
- Gamir-Ríos, José, & Sebastián Sánchez-Castillo. (2022). The political irruption of short video: Is TikTok a new window for Spanish parties? *Communication & Society*, 37-52.
- Grossmann, M., & Grossmann, M. (2024, 3 abril). How will TikTok change politics? - Niskanen Center. *Niskanen Center - Improving Policy, Advancing Moderation*.
- Instituto Nacional de Estadística (Spain), (2023). Reports on Social Media usage in Spain, demographics, and internet trends.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Klug, D., Qin, Y., Evans, M., & Kaufman, G. (2021, June). Trick and please. A mixed-method study on user assumptions about the TikTok algorithm. In *Proceedings of the 13th ACM Web Science Conference 2021* (pp. 84-92).

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.

- Kreiss, D., Lawrence, R. G., & McGregor, S. C. (2020). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. In *Studying Politics Across Media* (pp. 8-31). Routledge.
- Kubin, E., & Von Sikorski, C. (2021). The role of (social) media in political polarization: a systematic review. *Annals of the International Communication Association*, 45(3), 188-206.
- La estrategia política de Comunicación y Marketing en las elecciones generales del 23-J - Alarona Studio. (s. f.). Alarona Studio.
- Literat, I., & Kligler-Vilenchik, N. (2019). Youth collective political expression on social media: The role of affordances and memetic dimensions for voicing political views. *New Media & Society*, 21(9), 1988-2009.
- Marta-Lazo, C., & Pérez, M. D. M. G. (2012). Critical insights in media literacy research in Spain: educational and political challenges. *Media Studies*, 3(6).
- Matthes, J. (2022). Social Media and the Political Engagement of Young Adults: Between Mobilization and Distraction. *Online Media And Global Communication*, 1(1), 6-22.
- Nahon, K. (2015). Where there is social media there is politics. In *The Routledge Companion to Social Media and Politics* (pp. 39-55). Routledge.
- O'Cass, A. (1996). Political marketing and the marketing concept. *European Journal of Marketing*, 30(10/11), 37-53.
- Quevedo-Redondo, R., & Gómez-García, S. (2023). Political communication on TikTok: from the feminisation of discourse to incivility expressed in emoji form. An analysis of the Spanish political platform Sumar and reactions to its strategy. *Profesional de la Información*, 32(6).
- Ronzhyn, A. [Alexander], Cardenal, A.S. [Ana Sofía] & Batlle Rubio, A.[Albert] (2022). Defining affordances in social media research: A literature review. *Social Media + Society*.
- Sajid, S. I. (2016). Social media and its role in marketing. (Documento no publicado)
- Statista. (2024, 4 Marzo). TikTok global quarterly downloads 2018-2023.
- Wilches-Tinjacá, Jaime Andrés; Guerrero-Sierra, Hugo Fernando, & Niño, César (2024). Political emotions and prototypical narratives: TikTok in political campaigns, a case study
- [Emociones políticas y narrativas prototípicas: TikTok en las campañas políticas: estudio de caso]. *Revista Latina de Comunicación Social*, 82, 1 29.

How TikTok has affected Spanish young population through marketing campaigns of the most voted political parties on the last elections. Alberto De la Osa González, 2024.