



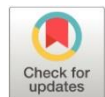


## Campaña presidencial en Ecuador 2023 impulsada por la comunidad virtual de TikTok y perspectiva de la educomunicación

Presidential campaign in Ecuador 2023 driven by the TikTok virtual community and educommunication perspective

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## Resumen

**Introducción:** La comunicación política se está adaptando a las redes sociales y en específico al estilo de TikTok, integrando un enfoque de comunicación en doble vía, así como la implementación de estrategias con alta segmentación de usuarios, lo que refleja la evolución en la forma en que se desarrolla la política digital en Ecuador. **Objetivos:** Analizar los factores que han contribuido en el éxito de la campaña política en TikTok de Daniel Noboa como candidato de segunda vuelta para la presidencia de Ecuador en el 2023. **Metodología:** La metodología presenta un enfoque mixto, mediante el uso de encuestas. Una muestra que representa a los expertos en comunicación digital de la zona centro del Ecuador. **Resultados:** Entre los resultados más relevantes se observa en la estrategia, mediante el uso de espacios públicos BTL, desafíos realizados por los influencers, creación de contenido audiovisual conciso y divertidos, la interacción, el algoritmo de TikTok, la comunicación directa y la necesidad de la alfabetización mediática para el consumo y difusión responsable. **Conclusiones:** El factor más importante en la estrategia es la conexión emocional con la audiencia en la que se ejecuta mediante la captación, interacción y fidelización de los usuarios electores para el logro de los objetivos políticos. Pero desde la perspectiva de la educomunicación es necesario el desarrollo de habilidades para el consumo del contenido y difusión responsable en las redes sociales. **Área de estudio general:** Ciencias Sociales. **Área de estudio específica:** Comunicación digital política.

## Abstract

**Introduction:** Political communication is being adapted to social networks and specifically to the TikTok style, integrating a two-way communication approach, as well as the implementation of strategies with high user segmentation, which reflects the evolution in the way that digital policy is developed in Ecuador. **Objectives:** Analyze the factors that have contributed to the success of Daniel Noboa's political campaign on TikTok as a second-round candidate for the presidency of Ecuador in 2023. **Methodology:** The methodology presents a mixed approach, using surveys. A sample that represents digital communication experts from the central zone of Ecuador. **Results:** Among the most relevant results are observed in the strategy, using BTL public spaces, challenges conducted by influencers, creation of concise and fun audiovisual content, interaction, the

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TikTok algorithm, direct communication, and the need to media literacy for responsible consumption and dissemination. Conclusions: The most crucial factor in the strategy is the emotional connection with the audience in which it is executed through the recruitment, interaction, and loyalty of voting users to achieve political objectives. But from the perspective of educommunication, it is necessary to develop skills for the consumption of content and responsible dissemination on social networks. General area of study: Social Sciences. Specific area of study: Political digital communication.

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## Introduction

This research analyzes the factors that contribute to the digital campaign of Daniel Noboa, second round candidate for president of Ecuador in 2023 and a contribution from educommunication, which helps us understand the use of social networks, the creation of the content and whether responsible consumption is being carried out in digital media. The integration of new media and communication platforms in political campaigns has been a key factor in contemporary communication. In particular, TikTok has emerged as a powerful platform to drive viral political content and achieve global reach.

As a professional process in modern democracies, political communication is the interdisciplinary study of the interrelationships between the political system, the media system and citizens, and is mainly concerned with how the information disseminated through the media influences politics. communication. The emergence of rapidly evolving digital technologies has changed the way political communication develops, considering a wide range of new opportunities and strategies that allow political actors and citizens to reconstruct the process (Kutlu, 2018).

In recent years, new technologies have changed the way politicians must act. Social media has not only been used to spread information, it has also changed the way people communicate in modern society. The revolution has reached the campaigns of the candidates who aspire to be elected (Hidalgo & Cedeño, 2022).

The concept of social networks does not come from a communication discipline. This is a sign of the assumptions on the ground of this conceptual field. Social representations, imaginaries and the analysis of contents and discourses have a great influence, but the analysis of communication has ignored the relational proposal (Vélez, 2008).

Social networks are deeply rooted in political communication. Political communication

has experienced two effects with the introduction of these digital media. On the one hand, political actors have adopted new ways of communicating and new tactics. The population has also been given tools to create and disseminate their own content, allowing them to participate in political discussion. However, the appearance of social networks has transformed everything that was considered established (Rúas & Casero-Ripollés, 2018).

Social networks have not only increased the relevance of electoral campaigns, but have also changed the way in which information is disseminated and have involved citizens in political life (Gil de Zúñiga et al., 2018). These platforms allow a hybrid and two-way communication model that is more fair and participatory between political parties and their voters (Chadwick, 2017).

The mass audience at the international, national and local levels allows political communication through the media, making it a force in shaping public opinion and an important intermediary between the public and political leaders. In this way, a dynamic known as "media-centered democracy" emerges, which is characterized by competition between all active political actors, such as political parties, governments, social movements and, in general, all types of power actors, to harness the power and central place of media (especially television) in modern life. Therefore, one of the effects of this media-centered democracy is the phenomenon (Restrepo-Echavarría, 2019).

The influence of emotions on politics has been the subject of study in areas such as neuroscience, neuromarketing and psychology. This was a previously ignored issue. The assumption that emotions have a large impact on behaviors and cognitive processes underpins this "affective turn." For these currents, emotions have an impact on reason because reason is related to a series of brain processes related to feelings. Therefore, separating emotion from reason or assuming that the latter has power can be considered a mistake. Establishing a strong contrast between the rational elements of the political message (the arguments, public policy proposals) and the emotional ones, highlighting the latter as the most appropriate to study the orientation of electoral preferences, does not address the difficult relationship between impetus and reason (Crespo-Martínez et al., 2022).

A government communication apparatus supports pop politics. It is a style of political communication that is based on personalism and entertainment to build the politician's celebrity. Personalized messages simulate their participation in an illusory symmetry of communication with citizens, while emojis, memes or slogans seek to equate the leader's account with that of the audience (Manfredi-Sánchez et al., 2021).

Every current electoral campaign is made up of three main components, in which technology plays a crucial role. The first is the media front, which refers to the

communication strategy of the candidate and his campaign team with the voters through the use of radio, television and printed media, such as newspapers and magazines (Godínez-García & Cornejo-Ortega, 2017). The second is the territorial front, which refers to a strategy of direct contact between the candidate and his campaign team with the voters at the polling place (Mendé-Fernández, 2003). The third is the cyber campaign front, also known as the digital front, where the candidate and his campaign team use proselytizing and communication strategies with citizens through technological devices and the Internet, especially through social networks.

It is important to consider the phenomena that impact and affect political communication that Jiménez (2019) mentions, in phenomenon 1 the media industry, as we know it until now, is in ruins. This disintegration process is asymmetrical and reaches some areas before others. In 2017, 77 cents of every dollar spent on advertising went to digital formats, while 14 cents went to television and 9 to other media. 52% of the investment in digital went to Google, 38% to Facebook and 10% to other digital players. In phenomenon 2, it is considered that free-to-air or cable television, as well as its linear consumption, are considered things that are more than 60 years old. Instead, on-demand consumption of entertainment and pay channels is a reality in the millennial and 35 to 55 age group. Young people under 20 are gradually joining this phenomenon, but their attention is focused on YouTube, Snapchat and Instagram. And in phenomenon 3, access to information materializes in what people receive and share on social networks and Google searches.

For decades, even centuries, conventional media, such as television, press and radio, have been responsible for establishing this relationship between political power and citizens, through the creation of communication that allows knowledge and, therefore, the control and compliance of political programs. However, currently social networks have assumed an important role in direct relationships between politicians, parties or institutions, without the need for an intermediary such as the media (Chaves-Montero et al., 2017).

As a background to the work, a bibliographic study has been carried out, of which the research carried out by Galeano (2020) can be mentioned, mentioning that the social network TikTok creates personalized algorithmic trends that show different topics to users. The factors that TikTok's algorithm takes into account to rank user content are: videos that users enjoy and share, accounts they follow, comments you post, and content you create. For this reason, it is transformed from a simple platform for performances and imitations created by adolescents to a crucial stage for the development of a variety of relevant themes and themes, such as politics.

Likewise, the research carried out by Sarasqueta (2021) indicates that the informational and cultural potential of social networks must be added to everything that citizens disseminate through digital platforms. The result is a communication environment that

has expanded and is filled with slides, data and opinions.

Another work considered as background is the research by Rúas & Casero-Ripollés (2018), which concludes that social networks are completely rooted in political communication. Its use is obvious and it is impossible to imagine an electoral campaign or government communication without having adequate profiles on Twitter, Facebook and other digital platforms. Political communication has experienced two effects with the introduction of these digital media. On the one hand, political actors have adopted new ways of communicating and new tactics. The population has also been given tools to create and disseminate their own content, allowing them to participate in political dialogue.

For their part, Valdez & Sánchez (2020) determine that social networks have become a privileged place for the dispute over political power in modern democracies and that how the use of these new tools of communication is managed and handled professionally. Political communication is essential for the outcome of an election.

Similarly in the study by Macnamara et al. (2012) analyze how governments use social media to interact with voters, as much attention has been paid to the timely political use of social media during election campaigns.

With respect to functionalism and criticism, Pineda (2009) considers that, for functionalism, the media are social integrators; For criticism, it is about controlling political or ideological approach towards these effects (search for effectiveness versus denunciation), but the pragmatic orientation is similar. In this context, concern about mean effects is a significant detail for

contemplate the affinities between both attitudes: although it is an object of research driven especially by functionalism, the study of the effects of communication is also a central concern for critical theories. Once again, what differentiates both attitudes is the political or ideological approach towards these effects (search for effectiveness versus denunciation), but the pragmatic orientation is similar. The criticism of functionalism is related to its perception of society. Functionalist theory always adopts an organicist model of society. In all its versions, the concept of function explains the relationships between a whole (organism) and its differentiated parts (organs). The "need" is the whole that requires its parts to perform different tasks to satisfy specific needs (Cadenas, 2016).

Educommunication means educating for communication, it is providing people with knowledge and tools so that they can think critically for themselves. The objective of educommunication is to provide all people with the expressive skills necessary for their communicative and creative growth. Furthermore, it provides tools to understand the social production of communication, understand how power structures work, know the

techniques and expressive elements that the media manipulate and be able to appreciate the messages with sufficient critical distance, minimizing the risks of manipulation (Vera, 2022).

Another element that should be considered is the post-truth that Prado-Coronado (2018) mentions, as a process of including a "feeling of truth" but not having the facts. This demonstrates the lack of facticity efforts and efforts to utilize post-truth, which has serious implications for social and political activities and interactions. Facticity is not just an individual expression, and post-truth users no longer express opinions or beliefs.

Daniel Noboa's political campaign in Ecuador's presidential elections in 2023 marked a milestone in the political communication strategy that incorporates social networks. TikTok, a platform that has gained popularity in recent years, has become a key channel for the dissemination of viral political content and connection with voters, especially young people (Pizcueta, 2023).

TikTok has proven to be a useful tool for political campaigns to reach voters and promote political messages. Politicians can show their personality in a more dynamic and attractive way, promote events, spread important political messages and mobilize voters<sup>1</sup>. Additionally, TikTok has a large base of young users, who are generally not involved in traditional politics and may be more receptive to political messages presented in creative and entertaining ways (Gomezcoello et al., 2021).

Noboa's focus focused on his role as an entrepreneur and the job creation proposal that he intends to achieve through the private sector. What really caught the eye, however, was how he used TikTok to connect with voters. Noboa's campaign went viral on TikTok, where users replicated videos and filters when meeting figures of the candidate in different parts of the country. This "challenge" tactic on TikTok increased Noboa's popularity and generated a sense of community and participation among voters (Baquerizo et al., 2023). In short, Daniel Noboa's campaign in Ecuador's 2023 presidential election demonstrated the power of TikTok as a political communication platform. Noboa was able to connect with voters in a new and exciting way using an inventive and engaging communications strategy, demonstrating the potential of social media in contemporary politics. Likewise, through educommunication, the culture of responsibility for published content is provided with the purpose of making the process transparent with reliable information so that voters make the best decision. The theory of disintermediation applied to political communication is based on the fact that traditional media (press, radio and television) lose part of their influence and control over the political information presented to the voting public, due to the emergence of new platforms such as the internet and its social networks.

The functionalist theory of communication focuses on the function that the media have

in transmitting information to audiences and the effects they achieve on audiences. The informative function can be analyzed by disseminating messages and content from political campaigns to a young audience that is massive on that social network.

-It has a persuasive function by allowing candidates/parties to transmit politicized information designed to shape electoral attitudes and behaviors of young voters.

-Contributes to the function of political participation through viral dynamics that seek the adhesion and activism of young people towards a campaign.

-It fulfills integrative roles by establishing itself as a space for political interaction between different actors (candidates, activists, voters, etc.).

From the functionalist approach, we analyze how these and other functions that TikTok fulfills in the communication of modern political campaigns contribute to the stability, integration and persistence of the broader political system.

### **Methodology**

The present study focuses on a mixed methodology and descriptive research approach. The research design is observational and cross-sectional, which implies that data collection was carried out at a single moment in time. The technique used to collect the data in this study is the survey, which was applied both in the workplace and by email during the month of October 2023. To collect the information, a questionnaire designed specifically for this study was used, composed of 30 closed questions. These questions addressed the perception of the factors that contributed to the success of Daniel Noboa's political campaign on TikTok, as well as the responsible use of social networks from the perspective of educommunication. The questionnaire used was validated through a judgment carried out by 5 experts in the field. Their experience and knowledge allowed us to ensure the quality and relevance of the questions asked. Once the data was collected, it was processed using the SPSS statistical software. A descriptive analysis was applied to determine the absolute and relative frequencies of the responses obtained in the questionnaire.

The study population for this research is made up of communication and journalism professionals from the central zone of Ecuador. These professionals are required to have at least 5 years of experience in political communication and social media management, including TikTok. To determine the necessary sample size, a confidence level of 95% and a margin of error of 5% was used. The target population is estimated at 1,245 experts in the related area in the aforementioned region. The sample selection was carried out using non-probabilistic convenience sampling. Experts were chosen using inclusion criteria to select participants who have extensive knowledge of political communication and digital campaigns on social networks such as TikTok. On the other hand, exclusion criteria were



also established for those individuals who lacked knowledge on the subject. As a result, a sample of 294 experts was obtained. It is important to mention that the selection of the sample was not random, but based on the convenience and availability of experts in the central zone of Ecuador.

Ethical criteria were applied that guarantee the confidentiality and anonymity of the participants. Additionally, informed consent was requested from participants before they completed the survey. This means that they were provided with clear and detailed information about the objectives of the study, the nature of their participation and the possible associated risks or benefits.

## Results

The most relevant factors of Daniel Noboa's presidential campaign on TikTok are divided into 9 sections: strategy, BTL activation, influencers, virtual communities, audiovisual content, interaction, TikTok algorithm, power of social networks and digital educommunication.

Section 1. Strategy: The political communication strategy is a plan that helps achieve the objectives of the political campaign.

1.1 Connection with the audience: totally disagree 14.75%, disagree 3.28%, neither agree nor disagree 8.20%, agree 29.51%, totally agree 44.26%. It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that Daniel Noboa's digital communication strategy was based on the emotional connection with the young audience and women of Ecuador on TikTok, through a challenge with double meanings and a humorous tone allowed him to generate empathy and motivate the candidate's followers on TikTok to action to create content.

1.2 Image construction: totally disagree 24.59%, Disagree 4.92%, Neither agree nor disagree 4.92%, Agree 34.43%, Totally agree 31.15%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that there is a political communication model adapted to TikTok through three elements called capturing, interacting, building loyalty. It is a process in which the strategy is executed based on the personification of Daniel Noboa made of cardboard as a fictional character, which helped to humanize the political candidate's brand and build an empathetic image among TikTok users, allowing the content to be more accessible. , viral and that the candidate's followers developed comic sketches that helped promote businesses, build funny stories and promote the political candidate in a humorous way. It is important to highlight that communication based on

the audience allows us to achieve the objectives, clearly transmit the proposals and generate a positive image.

1.3 Citizen mobilization: Totally disagree 22.95%, Disagree 6.56%, Neither agree nor disagree 9.84%, Agree 36.07%, Totally agree 24.59%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve of the challenge carried out by the influencer Lavinia Valbonesi with a humorous tone. It allowed Daniel Noboa's followers to be mobilized to create audiovisual content and disseminate it on TikTok. The importance of the double meaning is observed to promote the political candidate, but without showing a logical reason not to generate rejection and lead to action. The use of parodies, comic sketches, stories and funny scenes is highlighted to highlight certain aspects of the political candidate in an understandable and attractive way.

1.4 Crisis management: Strongly disagree 22.95%, Disagree 1.64%, Neither agree nor disagree 4.92%, Agree 44.26%, Strongly agree 26.23%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the support of the virtual community for the political candidate Daniel Noboa was very important as a strategy for crisis management on social networks, since it allowed its followers to help in the defense and clarification of false information, it is important to highlight that a single person cannot respond to the attacks of hundreds of opposition people who They want to misinform voters, but the digital community can propose good management of the digital crisis.

Section 2. BTL (Below the line) activation: unconventional advertising is based on placement in public places to communicate a public message.

2.2 Spaces: totally disagree 19.67%, disagree 8.20%, neither agree nor disagree 8.20%, agree 26.23%, totally agree 37.70%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that Daniel Noboa's BTL advertising took advantage of busy public spaces to promote to the political candidate through activations in the streets, squares, parks, shopping centers or other places with a high influx of people. By being present in these spaces, the visibility of the campaign was increased and a large number of potential voters were reached.

2.1 Closeness: totally disagree 18.03%, disagree 6.56%, neither agree nor disagree 8.20%, agree 42.62%, totally agree 24.59%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that Daniel Noboa's BTL advertising sought to establish a personalized contact and close with voters. Through interactive activities, meetings or musical events, which created an environment of proximity and allowed us to build trust and strengthen the relationship with voters.

2.3 Interaction: totally disagree 19.67%, disagree 3.28%, neither agree nor disagree 8.20%, agree 44.26%, totally agree 24.59%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that Daniel Noboa's BTL advertising generated direct interaction with the public. objective in public spaces. This involved holding events, political rallies, meetings with the candidate, where citizens could interact with cardboard Daniel Noboa, in parks, beaches, avenues, etc.

2.4 Evaluation: totally disagree 18.03%, disagree 8.20%, neither agree nor disagree 4.92%, agree 45.90%, totally agree 22.95%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that Daniel Noboa's BTL advertising allowed them to directly evaluate the impact of activations, provide immediate feedback and make immediate adjustments to the digital campaign.

Section 3. Influencers: famous people who can inspire and motivate users.

3.4 Challenges: strongly disagree 16.39%, disagree 4.92%, neither agree nor disagree 13.11%, agree 24.59%, strongly agree 40.98%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that the influencers who supported Daniel Noboa's campaign on TikTok carried out challenges to TikTok users to motivate the creation of videos that help in the promotion of the political candidate, which were based on the promotion of businesses, trips and more fun stories, in which creativity was highlighted to express their opinion and share information relevant in an entertaining way.

3.1 Committed: totally disagree 26.23%, disagree 3.28%, neither agree nor disagree 13.11%, agree 32.79%, totally agree 24.59%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that the influencers who supported Daniel Noboa's campaign have an audience committed to promoting the candidate on TikTok and other social networks. His followers are interested in fun, content and trust his recommendations. Influencers have managed to build a base of loyal followers who interact with their content, like, comment and share their posts.

3.2 Credibility: totally disagree 21.31%, disagree 11.48%, neither agree nor disagree 16.39%, agree 29.51%, totally agree 21.31%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the influencers who supported Daniel Noboa's campaign have built credibility and trust in TikTok followers. They have demonstrated knowledge in their field and gained trust from their audience. Followers valued his opinions and consider his political candidate recommendations to be trustworthy.

3.3 Aspirational: totally disagree 24.59%, disagree 3.28%, neither agree nor disagree 18.03%, agree 32.79%, totally agree 21.31%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that the influencers who supported Daniel Noboa's campaign on TikTok promoted an aspirational lifestyle, through its audiovisual content, showing a fun life that its followers can be inspired by and want to achieve. This included travel, fashion, beauty, wellness, entrepreneurship or other topics that sparked interest and admiration.

Section 4. Virtual Communities: Users on social networks who share interests and frequently interact in a digital space are considered a virtual community.

4.3 Creation: totally disagree 19.67%, disagree 1.64%, neither agree nor disagree 9.84%, agree 26.23%, totally agree 42.62%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “totally agree” and “agree”, this indicates that a significant number of participants approve that many TikTok users, but a greater number of women, who They created audiovisual content with a humorous and creative touch to promote their candidate, responding to the challenge of finding cardboard President Daniel Noboa on the streets of the cities of Ecuador, and then publishing on TikTok, after several minutes many users made new versions in different places such as businesses, parks, clubs

and with new ideas. This humorous content contributed to the viralization of the videos and the candidate's brand awareness.

4.1 Diversity: totally disagree 19.67%, disagree 1.64%, neither agree nor disagree 8.20%, agree 37.70%, totally agree 32.79%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that TikTok is a social network that has a wide range of users. of various ages, different ages, different socioeconomic and cultural levels of Ecuador who are looking for fun content. This contributed to a greater reach of the political message and a greater diversity of opinions on TikTok during the second round elections in Ecuador.

4.2 Discussion: totally disagree 21.31%, disagree 3.28%, neither agree nor disagree 8.20%, agree 45.90%, totally agree 21.31%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that during the second electoral round of 2023 in Ecuador virtual communities On TikTok they became spaces for debate about the candidates, their proposals, with greater emphasis on humor to highlight the best of their political candidate, but the proposals and problems relevant to Ecuador were left aside a little.

4.4 Denials: totally disagree 22.95%, disagree 6.56%, neither agree nor disagree 13.11%, agree 34.43%, totally agree 22.95%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that disinformation was observed in the electoral campaign for the second presidential round. on TikTok users and fake news about political candidates that circulated on social networks, but several users and members of virtual communities dedicated themselves to verifying facts and denying false or erroneous information about their political candidate.

Section 5: Audiovisual content: these are videos that integrate information and activate interaction between users of the TikTok social network.

5.1 Concise: totally disagree 24.59%, disagree 1.64%, neither agree nor disagree 14.75%, agree 22.95%, totally agree 36.07%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “totally agree” and “agree”, this indicates that a significant number of participants approve that the videos created and published on TikTok by

Daniel's followers Noboa in the second electoral round were characterized by being concise in the presentation of ideas and quickly captured the attention of users, which contributed to the content's virality and its transmission effectively in a short time.

5.3 Music: totally disagree 21.31%, disagree 3.28%, neither agree nor disagree 9.84%, agree 31.15%, totally agree 34.43%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that the use of trending music played a very important role in the virality of Daniel Noboa's cardboard videos on the social network TikTok. The creators selected music that brought joy to the promotion of the political candidate and gave a great boost to the campaign.

5.2 Creativity: totally disagree 19.67%, disagree 4.92%, neither agree nor disagree 11.48%, agree 36.07%, totally agree 27.87%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the videos created and published by Daniel Noboa's followers on the social network TikTok were creative and humorous, in which the double meaning given to many scenes was highlighted such as promoting businesses, cooking, making him sleep, at parties and more activities with the cardboard presidential candidate Daniel Noboa.

5.4 Live: totally disagree 21.31%, disagree 3.28%, neither agree nor disagree 13.11%, agree 37.70%, totally agree 24.59%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the audiovisual transmissions in real time (LIVE) of the influencers and followers of Daniel Noboa during the campaign contributed to the knowledge of the political candidate and the promotion of activities to a greater number of TikTok users. The interaction in the LIVEs generates a feeling of closeness between the influencer and his audience, which strengthened the relationship and motivated participation in the campaign activities.

Section 6. Interaction: these are actions that users perform on a social network.

6.2 Comments: totally disagree 18.03%, disagree 3.28%, neither agree nor disagree 6.56%, agree 31.15%, totally agree 40.98%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant

number of participants approve that Daniel Noboa's followers interacted through supportive comments in the videos posted on TikTok. Several users expressed their opinions in favor and others against, since it is a space that allowed debate on various topics. Many followers of the candidate defended the proposals of candidate Daniel Noboa.

6.1 Reactions: totally disagree 22.95%, disagree 4.92%, neither agree nor disagree 8.20%, agree 32.79%, totally agree 31.15%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that on TikTok users interacted with the videos that promoted Daniel Noboa through the use of reactions (likes) that represent the approval of the content and as support for the political candidate. The videos were also shared on their contact networks so that their followers can see them and participate in political interaction.

6.3 Duets: totally disagree 19.67%, disagree 6.56%, neither agree nor disagree 13.11%, agree 31.15%, totally agree 29.51%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the video duets made by influencers and users of TikTok contributed to the interaction with Daniel Noboa's followers. The influencer Lavinia Valbonesi on TikTok published a video in which she challenged the people who were finding or stealing her cardboard husband Daniel Noboa represented at almost life size, to make a duet with the video to see them and the followers of The account @DanielNoboaOk quickly met the challenge in which they performed duets with a touch of humor and it became a viral activity that allowed followers to interact with the content of the influencer and other users during the second electoral round for the presidency. of the Republic of Ecuador.

6.4 Hashtags: totally disagree 18.03%, disagree 8.20%, neither agree nor disagree 3.28%, agree 37.70%, totally agree 32.79%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that the hashtags were used to group and classify Daniel's content. Cardboard Noboa on TikTok, during the second round elections in Ecuador, specific hashtags related to the candidate, debates, events or current political topics were created. This facilitated the search, user participation in search activities and interaction with the trending topic content that was #DanielNoboaPresidente

#DanielNoboaDeCarton #DanielNoboaMuñeco, but most importantly, the TikTok algorithm contributed to the organized dissemination of the campaign driven by the virtual community.

Section 7. TikTok algorithm: system that analyzes the interaction and shows the content to each user according to their profile.

7.4 Personalization: totally disagree 19.67%, disagree 1.64%, neither agree nor disagree 11.48%, agree 27.87%, totally agree 39.34%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “totally agree” and “agree”, this indicates that a significant number of participants approve that many users were presented with the TikTok videos by the TikTok algorithm. Daniel Noboa created by members of the virtual community since it was a trending topic and expanded rapidly through user networks in Ecuador, but organically, which means a very important achievement for the campaign. It is important to highlight that the searches carried out, the consumption of audiovisual content and interactions allow the TikTok algorithm to create a personalized profile of topics and types of content that are most relevant for each group of users with similar ages and interests, which demonstrates the level of personalization that TikTok generates in the user experience.

7.1 Interaction: totally disagree 21.31%, disagree 1.64%, neither agree nor disagree 6.56%, agree 42.62%, totally agree 27.87%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that the videos created by Daniel Noboa's followers generated a great number of comments, likes, shares and followed more profiles that generated the content, all of them are factors that influenced the calculation of the interaction and the TikTok algorithm valued it with greater relevance to determine which content is shown with greater frequency to new users of the social network.

7.2 Time: totally disagree 19.67%, disagree 1.64%, neither agree nor disagree 13.11%, agree 39.34%, totally agree 26.23%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that the number of reproductions and viewing time were very important. which reached Daniel Noboa's videos, which contributed to the TikTok algorithm evaluating the importance of the content and showing it to more users of the platform.



7.3 Trends: totally disagree 22.95%, disagree 3.28%, neither agree nor disagree 8.20%, agree 39.34%, totally agree 26.23%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option “agree” and “totally agree”, this indicates that a significant number of participants approve that the TikTok algorithm took into account the interactions generated by the Daniel Noboa's cardboard videos, which made it very popular content and the algorithm showed it to more users, even those users who did not follow the creators of the videos, which defined it as trending content.

Section 8. Power of social networks: the main advantage of social networks is based on two-way communication and thus direct communication between users.

8.2 Direct: totally disagree 14.75%, disagree 13.11%, neither agree nor disagree 8.20%, agree 22.95%, totally agree 40.98%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that TikTok and more social networks are consolidating as a means of direct communication with voters, but in two ways so that politicians can spread their messages, answer questions and without geographical or access barriers. Voters can also ask questions or give their point of view through comments and other forms of interaction with political candidates.

8.1 Intermediaries: totally disagree 22.95%, disagree 4.92%, neither agree nor disagree 11.48%, agree 34.43%, totally agree 26.23%.

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that in Daniel Noboa's campaign it was observed that social networks They are very important to maintain direct communication with the virtual community without the intermediation of other media. The problem of traditional media (press, radio, television) that are reducing their power of influence due to their low use. A great advantage of social networks is the freedom that politicians have to publish all types of messages, without restrictions on formats or schedules, this highlights the decline in the intermediation that traditional media have.

8.3 Content: totally disagree 19.67%, disagree 4.92%, neither agree nor disagree 6.56%, agree 42.62%, totally agree 26.23%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that in the presidential elections it was observed that the

followers of Daniel Noboa They created and published audiovisual content with formats and styles adapted to the characteristics of TikTok users, with short messages to the target audiences, but without the need for the media or other types of intermediaries.

8.4 Participation: totally disagree 19.67%, disagree 4.92%, neither agree nor disagree 8.20%, agree 37.70%, totally agree 29.51%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that TikTok and others were used in Daniel Noboa's campaign. social networks as platforms to convene and mobilize voters to participate in campaign activities, rallies and demonstrations in support of the political candidate. It is important to highlight that it is increasingly common for political candidates to use social networks to reach their target audiences and to develop greater citizen participation.

Section 9. Educommunication: skills for responsible consumption, creation and dissemination in the media.

9.1 Consumption: totally disagree 19.67%, disagree 3.28%, neither agree nor disagree 6.56%, agree 26.23%, totally agree 44.26%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that it is observed that content with information is disseminated in electoral campaigns. not verified regarding political candidates, but it is shared and there is a lot of interaction, which indicates that users do not verify the information that is shared on social networks like TikTok. For these reasons, all digital citizens on social networks must consume responsibly, avoiding the spread of fake news, respecting privacy and taking care of their mental health, all of which requires the ability to critically evaluate the information found on social networks. This involves verifying the veracity of the information and comparing the information with multiple reliable sources before sharing it or making decisions based on it.

9.2 Creation: totally disagree 19.67%, disagree 3.28%, neither agree nor disagree 6.56%, agree 29.51%, totally agree 40.98%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "totally agree" and "agree", this indicates that a significant number of participants approve that in political campaigns it is necessary to be aware of the responsibility that is when creating content that will be disseminated on social networks, since it is important to create content from an ethical perspective, based on respect and transparency, which would help citizens become informed and make better, well-informed decisions. Consideration should also be given to the impact that content

created and shared on other users may have to prevent the spread of false or harmful information that contributes to a more positive and respectful online environment.

9.3 Dissemination: totally disagree 14.75%, disagree 4.92%, neither agree nor disagree 14.75%, agree 34.43%, totally agree 31.15%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that many users in political campaigns freely disseminate audiovisual content in the social networks like TikTok, which can be false or manipulated, but it is necessary for voters and all people to analyze, verify the veracity of the information by analyzing several reliable sources to know if it is okay to share the content or if we should report the falsehood and not falling into the trap of misinformation.

9.4 Protection: totally disagree 21.31%, disagree 4.92%, neither agree nor disagree 14.75%, agree 31.15%, totally agree 27.87%

It presents a distribution of responses where it is observed that the highest percentage corresponds to the option "agree" and "totally agree", this indicates that a significant number of participants approve that many social network users and political candidates do not protect their data and personal information on social networks, they publish all types of content that can be used by people who want to steal. With the aforementioned, the need to protect digital privacy is observed, being alert to possible deception to obtain personal, financial or identity information.

## Conclusions

- The factors identified in the political campaign for the second presidential round in Ecuador, a special configuration is observed in which a political communication model adapted to TikTok is evident through three elements called capture, interact, and build loyalty. The process in which the strategy is executed is based on (1) capturing attention through fun content to create an emotional connection with users of TikTok and other social networks, the use of BTL advertising public spaces in the main cities of Ecuador and the support of influencers on TikTok to issue the challenges and generate high dissemination. (2) generate the greatest interaction between users and virtual communities of TikTok so that they meet the challenge of creating fun audiovisual content, consume content from other users and interact through shared comments and reactions, with these elements the TikTok algorithm is activated and expands the dissemination of content to more and more users. (3) it is about building loyalty among voting users through content that builds greater emotional affinity between the candidate and voters (sports, family, dances, etc.) and with the support of

campaign proposals that reaffirm trust. of the voters. These findings provide relevant information for future electoral campaigns and communication strategies, especially in the context of the growing influence of social networks and digital platforms on citizen participation.

### Conflict of interests

There is no conflict of interest in relation to the article presented.

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