

Targeted Messaging and Micro Targeting Strategies in Digital Political Campaigns

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Abstract: Targeted messaging and micro-targeting have emerged as one of the most effective tools for altering the attitudes of voters, as the political campaign environment endures significant changes in the scope of digital campaigning. This research examines the efficacy of these techniques in digital political campaigning by examining their impact on electors. Targeted messaging is the process of determining the effectiveness of political communication methods, such as advertisements, social media messages, and emails, based on the broad demographic and behavioral characteristics of the voting demographics. However, micro-targeting entails the utilization of sophisticated technical tools, including artificial intelligence, psychographic profiling, and Big Data analysis, to segment electors into more precise, smaller groups and provide them with highly personalized targeting. The quantitative method was employed to conduct the study, which involved the completion of an online questionnaire disseminated via Google Forms by 200 respondents. The data was analyzed using SPSS 22.0, and the regression significance test revealed that both micro-targeting and targeted messaging strategies have positive and significant associations with voter attitudes. Microtargeting accounted for 39.9 percent of the variance in voter attitudes, while targeted messaging accounted for 32.5 percent. This explains the significant influence. The following conclusions reaffirm that the perceptions and engagement rate of electors can be significantly altered by the presence of personalization and data-informed campaign strategies in the digital era. This paper has not only delineated the strategic utility of these political communication methods in the modern era, but it has also recognized the growing ethical concerns regarding the utilization, abuse, and transparency of voter data. It provides a foundation for the necessity of maintaining a balance between technological efficacy and democratic responsibility in political terms.

Keywords: Targeted Messaging, Micro-Targeting Strategies, Voter Attitude, Digital Political Campaigns, Political Communication, Personalized Messaging

