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SOCIAL TELEVISION AND INFORMATION TRANSFORMATION IN PERU: Interactivity, Metrics and Digital Citizenship

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ABSTRACT

Social television has redefined the relationship between media and audiences in Peru. This study analyzes how the news programs of América Noticias, Latina Pe, and Canal N integrate social networks and digital platforms into their information production and distribution strategies. Using a mixed approach that combines content analysis and interviews with industry professionals, it examines the new dynamics of citizen interaction and participation. The results show greater democratization of access to information and direct feedback from the public, although challenges related to polarization and trust in traditional media persist. The most successful news programs are those that promote participatory campaigns and exclusive content, consolidating their relevance in the digital environment. This study contributes to the debate on media convergence in Latin America, highlighting the role of social television in the renewal of journalism and the strengthening of democracy.

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1. Introduction

The transformation of the digital media ecosystem has substantially redefined the processes of production, distribution, and consumption of journalistic information. In this new scenario, television news programs, traditionally conceived as central actors in the construction of the public agenda, face a context characterized by audience fragmentation, competition with digital platforms, and the progressive loss of their information monopoly. The emergence of social media as privileged spaces for accessing news has changed information consumption routines and forced traditional media to rethink their circulation strategies and relationship with audiences.

In this sense, the phenomenon of social television has emerged, understood as the integration of television broadcasting with dynamics of interaction, participation, and conversation in digital environments. Television no longer operates exclusively under a logic of one-way communication but has become an extended system, where news content circulates, is commented on, and is reinterpreted on platforms such as Facebook and X. This convergence not only expands the channels of dissemination but also introduces new forms of engagement that reconfigure the link between media and audiences, giving audiences an active role in the symbolic production of information.

One of the key concepts for understanding this transformation is information engagement, which has replaced traditional audience metrics as the main indicator of media performance in digital environments. Engagement refers to the different levels of audience interaction with news content—reactions, comments, and shares—and allows us to evaluate not only the reach of the information, but also its ability to generate participation, debate, and social circulation. However, recent literature warns that greater interaction does not always translate into higher information quality or credibility, especially in contexts of political polarization and attention economies dominated by algorithmic logic.

Despite growing academic interest in social television and news consumption on social media, empirical studies focusing specifically on television news programs remain limited, particularly in the Latin American context. Most research has focused on entertainment formats or general analyses of digital news consumption, leaving a gap in our understanding of how prime-time news programs adapt their strategies to social platforms and how these strategies affect audience engagement levels. This gap is particularly relevant in countries such as Peru, where television maintains a high degree of penetration and social media has established itself as a central space for public debate.

In response to this gap, this article aims to analyze the impact of social television on the news engagement of prime-time news programs on Peru's major television networks, based on a comparative study of their performance on Facebook and X. The research aims to identify patterns of interaction, types of content, and differences between platforms, as well as to examine whether a higher frequency of publication effectively translates into higher levels of engagement. In this way, the study seeks to provide empirical evidence to the debate on the reconfiguration of the role of news programs in the contemporary digital ecosystem, contributing both to the theoretical development of the field and to applied reflection on information strategies in multiplatform environments.

1.2. Social television and information convergence

Social television describes the integration of the television experience with digital platforms that enable conversation, evaluation, circulation, and co-creation of meaning around content, especially through networks like Facebook, X, Instagram, or TikTok. In the case of television journalism, this convergence reconfigures the news cycle: the news no longer ends with the broadcast, but extends into the social sphere through comments, reactions, and shares, which function as public signals of attention and participation. In Ecuador, social television has been observed as a vector for interaction and perception of the news brand, influencing patterns of engagement and consumption of news content (Ortiz Leon et al., 2025). From a comparative perspective, the incorporation of platform logics is associated with the shift from a predominantly editorial distribution to a hybrid distribution (editorial + algorithmic), where visibility increasingly depends on social circulation dynamics and the architecture of each platform (Meese & Hurcombe, 2021; Bailo et al., 2021).

Social television is configured as a strategic space where news programs not only disseminate information but also compete for symbolic relevance based on the interaction they generate. Informational engagement is understood as an indicator of a news story's legitimacy and social

visibility, which allows for the evaluation of news programs' ability to adapt and sustain their influence in a media ecosystem marked by algorithmic logic and information overload.

1.3. News engagement: concept, dimensions, and measurement

Engagement with news is a multidimensional construct that is often operationalized through observable actions (e.g., likes, reactions, comments, shares), although these metrics do not directly equate to understanding, trust, or agreement. On social media, interactions serve different functions: commenting tends to reflect discursive involvement; sharing is associated with social dissemination and identity signaling; and reacting (likes/emojis) can represent rapid affective evaluation or symbolic alignment (Tenenboim, 2022; Hendrickx et al., 2023). Furthermore, the social meaning of the like is culturally negotiated between publishers and audiences, so it is advisable to interpret metrics as situated, not universal, indicators (Dvir-Gvirsman, 2025).

In this framework, the measurement of engagement must articulate the quantitative level (volume and type of interaction) with the interpretive level (what that interaction expresses socially), especially when analyzing television news and its digital extension (Angelou et al., 2024; García-Perdomo, 2024). In this way, we can understand news engagement not as an isolated indicator of digital performance, but as a situated expression of the relationship between news programs and their audiences in highly algorithmic environments. Consequently, the analysis of engagement becomes relevant insofar as it reveals how audiences interpret, validate, and give social visibility to news content, especially when it is inserted into dynamics of accelerated consumption and competition for attention.

1.4. Dependence on platforms and journalistic routines guided by metrics

News distribution on social media involves structural dependency: media outlets require visibility, traffic, and public conversation, but they operate under external rules (algorithm changes, privileged formats, reach restrictions). In this sense, Facebook has been studied as an emblematic case of platform dependency due to its role as an intermediary and how it conditions editorial and commercial strategies (Meese & Hurcombe, 2021). This dependence translates into routines where metrics are no longer just measurements but become inputs for decisions about topics, approaches, formats, and packaging of the news (Dodds, 2023; Riemann, 2025). Conceptually, this reinforces the notion of data-driven newsworthiness: interaction and performance indicators influence the selection/hierarchization of content, creating tension between traditional journalistic values and platform performance objectives (Angelou et al., 2024; Hendrickx & Opgenhaffen, 2024).

1.5. Algorithmic logic, affection, and the (re)circulation of news

Platforms do not just host content: they organize and recommend it. Engagement therefore acts as a signal that feeds recommendation systems, which in turn influence which topics gain visibility. From this perspective, it becomes relevant to talk about algorithmic agenda setting, where personalization and filtering can have subtle effects on public and political agendas, even within specific informational contexts (Einarsson et al., 2025). Likewise, the emotional component takes center stage: negative and emotional language is associated with greater consumption of online news, which can push editorial strategies toward more emotionally charged frameworks (Robertson et al., 2023).

On social media, reactions (including emojis) operate as affective shortcuts and can amplify polarized or hyper-partisan content, showing how interaction design structures emotional responses to news (Sturm Wilkerson et al., 2021; Rathje et al., 2024). Consequently, analyzing engagement on social television requires integrating platform architecture, the attention economy, and the affective dimension of interaction. Platform architecture conditions the visibility and circulation of news content through specific algorithms and formats. The attention economy positions engagement as a strategic resource in an information-saturated environment. Finally, the affective dimension shows that interactions express processes of identification, symbolic validation, and emotional response of audiences to the news.

1.6. Multiplatform adaptation and emerging formats

A key factor for high-impact media is how news organizations adapt the same story to different platforms, adjusting narrative, visual resources, and tone to respond to diverse affordances and audiences. Evidence shows that the platformization of news content involves multimodal decisions (text, image, video) and repackaging to maximize attention and feed compatibility (Hase et al., 2023). In this transition, historically audiovisual news outlets find competitive advantages, but also pressure to adjust to durations, rhythms, subtitling, vertical aesthetics, and initial hooks (Cheng et al., 2025). This phenomenon is intensified on TikTok, where news consumption intersects with entertainment practices, creators, and platform-native codes, reconfiguring the perception of journalistic values and forms of user engagement (Cheng et al., 2025).

From this perspective, understanding social television as a system for distributing and constructing meaning across multiple platforms allows us to move beyond an instrumental view of social media. This approach highlights that the narrative and formal adaptation of news content does not respond solely to technical requirements, but also to strategic processes aimed at maintaining relevance, legitimacy, and visibility in a fragmented and highly competitive media ecosystem.

1.7. Differential engagement: mainstream vs. alternative, crisis, and misinformation.

Engagement is not homogeneous: it varies by type of media, context, and information ecosystem. Studies on Facebook show systematic differences in interaction with mainstream and alternative media content, and how audiences engage differently depending on the source and type of post (Hiaeshutter-Rice & Weeks, 2021). In health crisis contexts, for example, news packaging and social conversation alter interaction patterns, with variations between likes, comments, and shares, and between news brands (Hendrickx et al., 2023; Mellado et al., 2021). Misinformation also presents a critical issue: cognitive biases and the appeal of certain frames can increase dissemination and interactive response, making it necessary to distinguish engagement from information quality (Bak & Weed, 2025).

At the user agency level, it is also relevant to understand how people interpret and exercise their capacity for action in relation to algorithms (e.g., adjusting consumption, hiding content, following/unfollowing), because these micro-decisions ultimately shape distribution and visibility (Kapsch et al., 2022). Taken together, these findings suggest that social television should be analyzed as a field where platform dependency, affection, editorial strategy, and audience agency converge (Meese & Hurcombe, 2021; Tenenboim, 2022; Einarsson et al., 2025). Therefore, differential engagement is key to understanding that interaction with news content does not follow uniform patterns, but rather specific contexts of crisis, credibility, and information competition. In this sense, social television is configured as a space where both legitimate information practices and problematic dynamics associated with disinformation develop, which requires analytically distinguishing between levels of participation and information quality.

2. Methodology

For this study, a mixed-methods approach was used, integrating quantitative and qualitative analyses to obtain a comprehensive understanding of audience interaction with the selected news programs. This approach allows for combining the precision of numerical data with the interpretive depth of qualitative observations, providing a more complete view of the phenomenon under study. According to Creswell and Plano Clark (2018), mixed methods offer a holistic perspective by allowing the integration of different types of data and analytical approaches.

2.1. Research design:

Quantitative: Interaction metrics were collected from the official Facebook and Twitter pages of the selected news outlets. Fanpage Karma and Twitter Analytics tools were used to extract data such as the number of comments, shares, and engagement rates. Fanpage Karma is a social media analytics tool that allows users to monitor and compare the performance of different profiles, providing detailed information on audience interaction.

For its part, Twitter Analytics offers detailed statistics on tweet performance, including metrics on impressions, interactions, and follower análisis

Qualitative: A content analysis of news publications on both platforms was conducted, focusing on the tone of the conversations and the predominant topics. This analysis allowed for the interpretation of conversation trends and audience reactions, providing a deeper understanding of the audience's perceptions and attitudes toward the content disseminated. According to Hernández Sampieri and Mendoza (2018), qualitative analysis is essential for interpreting the meaning of data and understanding the context in which interactions take place.

2.2. Sample:

The study universe consists of eleven television channels in Peru that have news programs in their programming schedule and maintain an active presence on social media, particularly Facebook and X. These channels include both public and private media outlets, with national and regional coverage.

From this universe, a non-probabilistic purposive sample was selected, consisting of seven prime-time news programs, chosen on the basis of the highest ratings and informational relevance at the national level. The sample includes: RPP Noticias, Latina, TV Perú Noticias, Exitosa Noticias, Canal N, ATV Noticias, and Capital TV.

The selection of an intentional sample is justified because the study's interest is not statistical generalization, but rather in-depth analysis of news stories with a high capacity to influence the public agenda and digital conversation. This criterion is consistent with previous research in communication and journalism that privileges central media actors in order to understand the structural dynamics of the news ecosystem (Meese & Hurcombe, 2021; García-Perdomo, 2024).

The period of analysis corresponds to a consecutive quarter, selected with the aim of observing patterns of publication, interaction, and audience growth in a sustained manner, ensuring temporal consistency and comparability between the cases analyzed.

2.3. Data collection techniques and instruments.

Data collection was carried out through the combined application of quantitative digital metrics analysis techniques and qualitative content analysis techniques, in accordance with the mixed methodological approach adopted. This strategy allows us to capture both the levels of audience interaction with the news content and the discursive and thematic characteristics of the publications analyzed, strengthening the validity of the study through methodological triangulation (Creswell & Plano Clark, 2018; Tashakkori & Teddlie, 2021).

The main quantitative collection technique used was the analysis of social media interaction metrics, widely used in recent research on digital journalism and social television (Hase et al., 2023; Angelou et al., 2024). This technique allows for the objective measurement of the informational engagement generated by news programs on digital platforms, based on standardized and comparable indicators.

For the Facebook platform, the Fanpage Karma tool was used, which allows for the collection of aggregated and disaggregated data on the number of followers, frequency of publication, reactions, comments, shares, and engagement rate. This tool has been validated in academic studies for its ability to systematize large volumes of public data and provide consistent metrics for comparative analysis between media outlets (García-Perdomo, 2024).

In the case of platform X, Twitter Analytics was used, the platform's official tool that provides detailed information on impressions, interactions, follower growth, and user engagement levels. The use of platform-native tools is recommended in social media studies, as it reduces biases associated with automated external collection and ensures greater data reliability (Tenenboim, 2022; Hendrickx & Opgenhaffen, 2024).

3. Results

3.1. Social Media Interactions

This section presents the results of the empirical analysis of the performance of Peruvian prime-time news programs in the social television environment, based on interaction and engagement metrics on

Facebook and X. The analysis is structured progressively: first, a general characterization of the news programs that make up the sample is presented; then, publication patterns and normalized engagement levels by platform are examined. This approach allows the findings to be contextualized and facilitates a comparative reading of the digital strategies adopted by the country's main television news programs.

Table 1. Peruvian TV channels with the highest audience

Channel	Programming	Channel Type	Coverage	Ownership	Facebook	X	Instagram
RPP News	News	National	Peru	RPP Group	X	X	X
Latin or	News	National	Peru	Albavisión	X	X	X
Peru News	News	National	Peru	Plural Group	X	X	X
Successful News	News	National	Peru	El Comercio Group	X	X	X
Channel N	News	National	Peru	ATV Group	X	X	X
ATV News Peru	News	National	Peru	ATV Group	X	X	X
Capital TV	Generalist	Local	Regional	Group 5	X	X	X

Source: Escala Blog (2022),
Elaboration: Ortiz, C. Maldonado, J. 2025

Table 1 shows a structural feature of the ecosystem analyzed: the main channels/newscasts considered maintain a simultaneous presence on Facebook, X and Instagram, which confirms a pattern of multiplatform distribution. National coverage media (free-to-air/cable) and conglomerate-owned media predominate, while Capital TV operates as a regional/local player. This characterization is key because it suggests that digital performance should be interpreted in relation to differentiated editorial strategies and organizational capabilities, rather than as a direct effect of channel type.

Table 2. Facebook page performance

Canal	Page Performance Index	Fans	Follower growth	Post engagement rate
RPP News	6.0%	6,122,008	-0.23%	0.0%
Latin or	7.0%	5,201,275	-0.36%	0.01%
Peru News	1.0%	210,658	-0.049%	0.02%
Successful News	10.0%	2,628,369	-0.060%	0.01%
Channel N	5.0%	1,238,356	-0.03%	0.01%
ATV News Peru	3.0%	492,254	-0.53%	0.0%
Capital TV	9.0%	41,643	-0.042%	0.04%

Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

The results show a disconnect between audience size and relative engagement. RPP Noticias and Latina Pe concentrate the largest volumes of fans (more than 5 million), but exhibit very low interaction rates (0.0% and 0.01%). In contrast, Capital TV with the smallest fan base (41,643) but reaches the highest interaction rate (0.04%), and Perú Noticias (210,658 fans) registers 0.02%, surpassing larger-scale media. This pattern suggests that, on Facebook, engagement depends less on potential reach and more on the ability to activate specific communities, consistent with a reading of engagement as a link and not as a simple volume of followers.

Table 3. News Feeds Performance on X (Twitter)

Canal	Page Performance Index	Fans	Follower growth	Post engagement rate
Latina.pe	1%	3,314,599	0%	0%
America News	2%	3,298,083	0.04%	0%
Channel N	7%	3,565,185	0.02%	0%
RPP News	25%	3,191,017	0.6%	0%
Successful News	29%	1,023,759	0.38%	0%
Channel 5 Press	–	35	–	0%
News Peru	–	56,527	–	0%

Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

In X, Éxito Noticias (29%) and RPP Noticias (25%) concentrate the highest performance indices, accompanied by positive growth (0.38% and 0.6%). This suggests that their strategy is more effective

in sustaining presence and audience expansion on a platform oriented towards public conversation. In contrast, Latina.pe (1%) and América Noticias (2%) have low yields and marginal growth, which would indicate less capacity to activate interaction or positioning. Important methodological note in the column, the interaction rate appears as 0% for all cases, so it should be interpreted as rounding/limiting the tool's reporting and sustaining the main discussion in performance and growth index, in addition to the specific interaction figures (e.g., reactions, comments, and shares) that do discriminate variations.

Figure 1. Profiles with higher engagement and follower growth



Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

The figure shows a relevant pattern: Capital TV stands out for combining interaction rate (0.015%) with positive growth (0.043%), suggesting a more cohesive and active community. In contrast, Latina.pe registered negative growth (-0.042%) despite maintaining interaction (0.0033%), while Éxito Noticias and RPP Noticias had relatively close interaction rates (0.0028% and 0.0043%), accompanied by a reduction in followers. This finding reinforces that on Facebook, engagement works as an indicator of link and response, but it is not always associated with growth: the dynamics of acquisition or loss of followers may depend on circumstantial factors, content saturation or information fatigue.

Fifura 2. Increased engagement: reactions, comments, and shares



Fuente: FanPage Karma
Elaboración: Ortiz, C. Maldonado, J. 2025

In absolute terms, the figure shows that RPP Noticias has the highest volume of participation with 1.0 million interactions, followed by Exitosa Noticias and Latina.pe with 382,000 each. Canal N ranks in the middle (120,000), while ATV+ Noticias (21,000), Perú Noticias (808), and Capital TV (1,000) register lower values. This result suggests that absolute metrics mainly reflect community scale and reach capacity, so they should be interpreted together with relative rates (engagement rate) to avoid biases that favor media with a larger number of followers.

Figure 3. Most Used Words/Hashtags in Facebook Posts



Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

The figure shows a marked discursive orientation toward political and institutional issues, with recurring terms such as “Congress,” “Boluarte,” “Peru,” and references of a national nature. This

repertoire suggests an editorial strategy focused on the public agenda and political situation, consistent with the dynamics of attention and interaction in digital environments. Likewise, the presence of brands, shortened links, and hashtags (e.g., #webcanaln) indicates circulation tactics aimed at driving traffic and reinforcing media identity. In terms of engagement, these linguistic patterns suggest that content associated with political conflict, crisis, and the national agenda tends to generate greater conversation and dissemination.

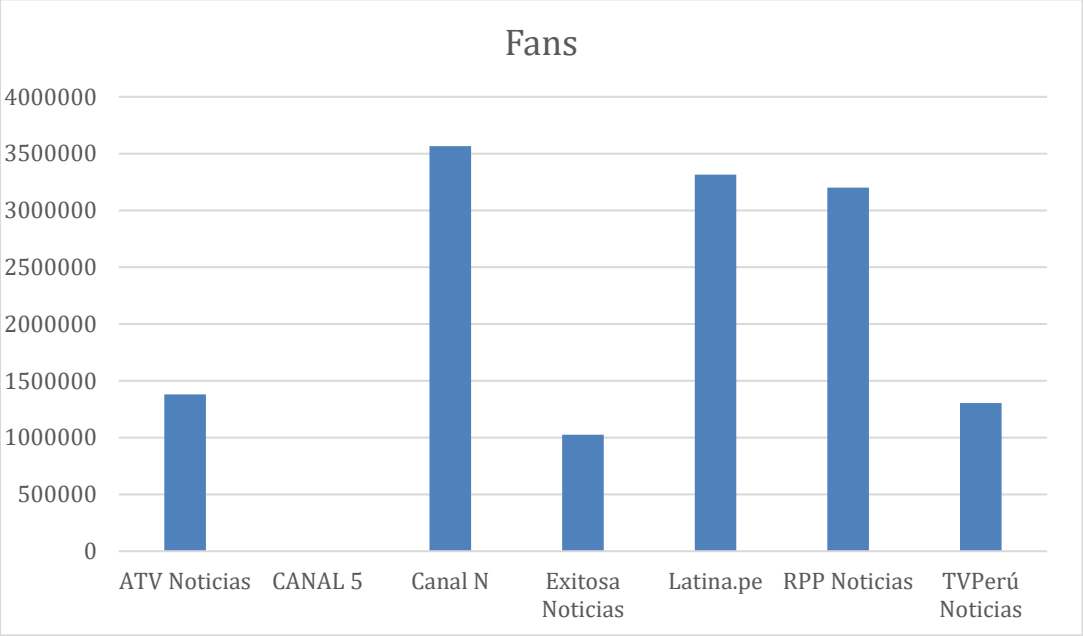
Figure 4. Interaction in image publications (interleaving)



Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

The figure shows that the publications with the highest interaction rates focus on topics with high informational and emotional intensity, notably: emergency alerts (e.g., tsunami following earthquake in Arequipa with 0.32% on RPP Noticias), deaths of public figures (e.g., Yola Polastri, Benji Gregory), and political/judicial events (Canal N with posts close to 0.13%). This pattern suggests that the image format acts as a trigger for participation when combined with topics of urgency, loss, or political conflict, reinforcing the idea that engagement depends heavily on the context and emotional component of the news, rather than on the frequency of publication alone.

Figure 5. News profiles with the most followers



Source: FanPage Karma
Elaboration: Ortiz, C. Maldonado, J. 2025

Figure 5 shows a high concentration of followers among a few news outlets. Canal N leads with 3.6 million followers, followed by Latina.pe (3.3 million) and RPP Noticias (3.2 million). In second place are ATV Noticias (1.4 million), TVPerú Noticias (1.3 million), and Exitosa Noticias (1.0 million). This distribution suggests that, on the X network, potential visibility is relatively balanced among several national media outlets, unlike Facebook, where concentration is more pronounced. However, as can be seen in the subsequent interaction metrics, audience size does not directly determine the level of participation.

Figure 6. Follower growth and engagement on the X network

Crecimiento de seguidores y interacción Ajustar

Cuanto más a la derecha esté un perfil, mayor es su interacción de las publicaciones. Cuanto más arriba, más rápido crece el perfil. Los perfiles más exitosos se pueden encontrar en la parte superior derecha.

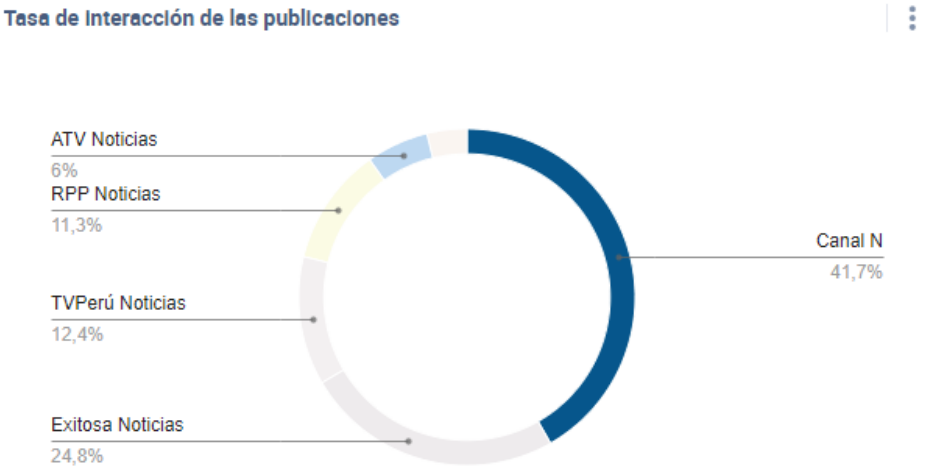
Nombre	Tasa de interacción de las publicaciones	Crecimiento de seguidores (en %)
RPP Noticias @RPPNoticias	0,00073%	0,65%
Exitosa Noticias @exitosape	0,0016%	0,42%
TVPerú Noticias @noticias_tvperu	0,00079%	0,17%
ATV Noticias @atv_noticias	0,00038%	0,030%
Canal N @canalN_	0,0027%	0,0075%
Latina.pe @Latina_pe	0,00025%	-0,00091%
CANAL 5 @canal5ptomontt	⊖	⊖

Source: FanPage Karma.
Elaboration: Ortiz, C. Maldonado, J. 2025

The figure reveals distinct patterns between growth and interaction. RPP Noticias shows the highest growth in followers (0.65%) with a moderate interaction rate (0.00073%), while Exitosa Noticias

combines growth (0.42%) with a higher interaction rate (0.0016%). Canal N stands out for having the highest interaction rate (0.0027%), although with slower growth (0.0075%). These results suggest that, in X, engagement can be expressed both in terms of audience expansion and participatory intensity, without both indicators necessarily evolving in parallel.

Figure 7. Engagement rate on posts in network X



Source: FanPage Karma.
Elaboration: Ortiz, C. Maldonado, J. 2025

A specific analysis of the interaction rate confirms that Canal N leads in relative participation (0.0027%), followed by Exitosa Noticias (0.0016%) and TVPerú Noticias (0.00079%). In contrast, RPP Noticias, despite having one of the largest fan bases, has a lower rate (0.00073%), while ATV Noticias and Latina.pe have the lowest values. This pattern reinforces the idea that the X network rewards the ability to generate specialized conversation and public interest, rather than simply mass reach.

Figure 8. Reactions, comments, and shares

Nombre	Número de Reacciones, Comentarios y Compartidos
Canal N @canalN_	201k
Exitosa Noticias @exitosape	96k
RPP Noticias @RPPNoticias	75k
TVPerú Noticias @noticias_tvperu	15k
Latina.pe @Latina_pe	7.9k
ATV Noticias @atv_noticias	3.1k
CANAL 5 @canal5ptomontt	⊖

Source: FanPage Karma.
Elaboration: Ortiz, C. Maldonado, J. 2025

In absolute terms, the figure shows that Canal N has the highest volume of interactions (201,000), followed by Exitosa Noticias (96,000) and RPP Noticias (75,000). TVPerú Noticias recorded 15,000

interactions, while Latina.pe (7,900) and ATV Noticias (3,100) ranked lower. These data indicate that, although the relative interaction rate is key for comparison, the total volume of participation reflects the ability of some media outlets to sustain a broad and constant public conversation on the platform.

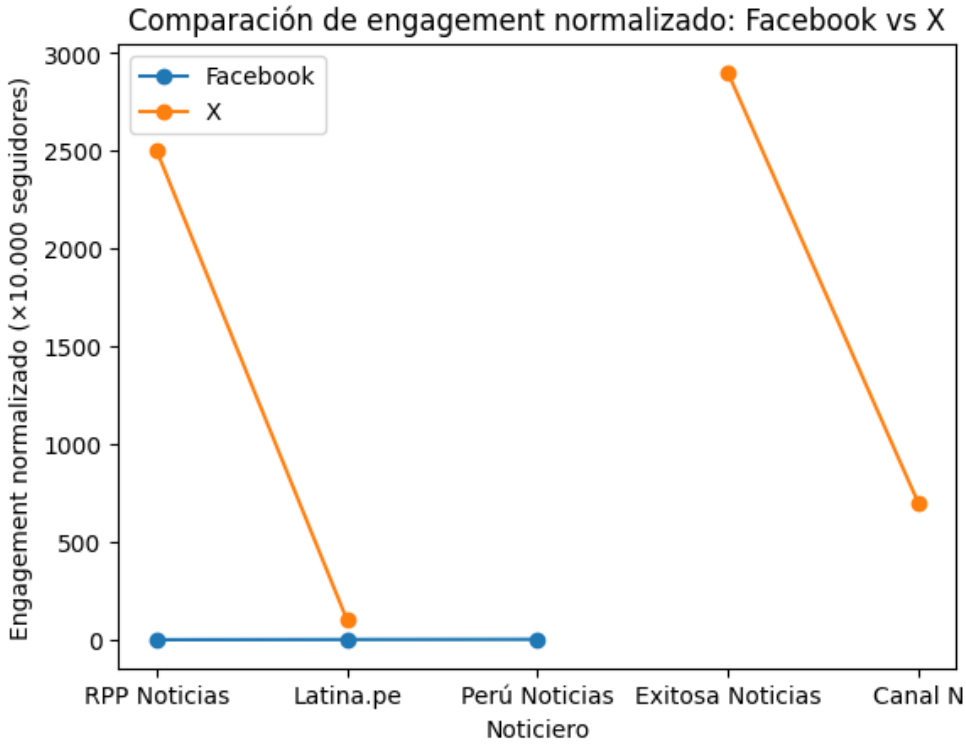
Figure 9. Most used tags or Hashtags



Source: FanPage Karma.
Elaboration: Ortiz, C. Maldonado, J. 2025

Figure allows us to identify differences in the effectiveness of the tags used. Larger hashtags in green generate a higher volume of interactions, while those in red have less impact. This contrast suggests that the strategic use of hashtags not only serves an organizational function, but also acts as an algorithmic amplification mechanism, facilitating the circulation and engagement of informational content.

Figure 10. Facebook Vs X Engagement Comparison



Source: FanPage Karma.
Elaboration: Ortiz, C. Maldonado, J. 2025

The figure shows structural differences in patterns of informational engagement between Facebook and the X network. In general terms, the news outlets analyzed show significantly higher levels of

relative engagement on X than on Facebook, even after normalizing for audience size. This finding confirms that interaction on X is mainly articulated around dynamics of public conversation, debate, and discursive positioning, while Facebook tends to register lower levels of relative participation, mainly associated with low-intensity affective interactions.

Likewise, it is observed that Exitosa Noticias and RPP Noticias have the highest normalized engagement values on X, suggesting a greater capacity to activate informative discussion and citizen participation on this platform. In contrast, on Facebook, no news outlet achieves comparable levels of relative engagement, reinforcing the hypothesis that informational performance does not depend exclusively on the volume of followers, but rather on the strategic adaptation of content to the architecture and logic of each platform.

4. Discussion

The results of this study confirm that social television has established itself as a strategic space for informative interaction where news programs no longer depend exclusively on the reach of their television or digital audience, but rather on their ability to activate meaningful participation on social platforms. In line with recent research on news engagement, the findings show that the volume of followers or the frequency of publication are not, in themselves, sufficient indicators of informational impact in digital environments (Hendrickx et al., 2023; Dvir-Gvirsman, 2025).

In particular, normalized analysis of engagement on Facebook shows that news outlets with larger follower bases do not necessarily generate higher levels of relative interaction. This result coincides with studies that warn about the limitations of absolute metrics and underscore the need to use proportional indicators to evaluate the relationship between media and audiences on social platforms (Angelou et al., 2024; García-Perdomo, 2024). In this sense, the present study provides empirical evidence from the Peruvian context that reinforces the validity of normalization as a methodological criterion in comparative research on social television.

For their part, the results obtained on the X network reveal a differentiated dynamic of participation, characterized by higher levels of relative engagement and greater centrality of public conversation. This finding is in line with the literature that identifies X as a privileged space for informative debate, political expression, and discursive interaction, especially in contexts of social and political upheaval (Tenenboim, 2022; Hendrickx & Opgenhaffen, 2024). The superiority of normalized engagement on X suggests that news programs that adapt their content to the conversational logic of this platform achieve greater audience activation.

The comparative analysis between Facebook and X reinforces the idea that informational engagement is conditioned by the architecture of the platforms, the economy of attention, and the affective dimension of interaction, as proposed in the conceptual framework. While Facebook favors low-intensity affective interactions and social diffusion processes, X favors public deliberation, polarization, and discursive visibility. These results confirm that social television cannot be approached from a homogeneous strategy, but rather requires differentiated editorial decisions that are sensitive to the specific logics of each digital environment.

From a theoretical perspective, this study contributes to discussions on the platformization of television journalism by demonstrating how news programs compete for symbolic relevance and informational legitimacy within a fragmented media ecosystem. The findings suggest that engagement should be interpreted not only as a performance indicator, but also as an expression of social validation of the news, mediated by editorial, contextual, and algorithmic factors. In this sense, the research expands on previous approaches to social television by incorporating a comparative and normalized analysis of informational interaction.

Finally, from an applied perspective, the results offer relevant implications for media professionals. The evidence suggests that increasing the frequency of publication without a clear strategy for adapting to the language and logic of the platform may be ineffective in terms of engagement. Instead, a strategy focused on informational contextualization, thematic relevance, and the activation of public conversation seems more effective in strengthening the relationship between news programs and audiences in digital environments.

5. Conclusions

This study analyzed the impact of social television on the informational engagement of Peruvian prime-time news programs on Facebook and X, providing empirical evidence from a Latin American context that has been little explored in international literature. The results confirm that audience interaction with news content does not depend exclusively on audience size or publication frequency, but rather on the ability of news programs to adapt their editorial strategies to the specific logic of each digital platform.

First, it is concluded that news engagement should be evaluated using standardized metrics, as absolute indicators tend to overestimate the impact of media outlets with large followings. The standardization of data showed that news outlets with smaller audiences can generate proportionally higher levels of interaction, reinforcing the need to adopt comparative and proportional methodological approaches in social television studies.

Second, the comparative analysis between platforms shows that Facebook and X fulfill different informational functions within the digital ecosystem. While Facebook operates primarily as a space for the circulation and affective validation of news content, X is configured as an environment for public conversation, debate, and discursive positioning. This structural difference conditions the levels and types of engagement, forcing news programs to develop specific strategies for each platform if they seek to maximize their social relevance.

From a theoretical perspective, the study contributes to the understanding of the platformization of television journalism by articulately integrating the architecture of platforms, the economy of attention, and the affective dimension of interaction. The findings support the idea that news engagement should not be interpreted solely as an indicator of digital performance, but as an expression of legitimacy and social validation of the news in highly algorithm-mediated environments.

In practical terms, the results suggest that increasing the frequency of publication without a clear strategy for narrative and contextual adaptation is insufficient to strengthen the relationship with audiences. Instead, a strategy focused on thematic relevance, the news cycle, and the activation of public conversation seems more effective in sustaining information engagement in the long term. These conclusions offer relevant insights for media professionals interested in optimizing their digital strategies in highly competitive information contexts.

Finally, the study presents some limitations that open up future lines of research. First, the analysis focused on two social platforms, so future research could incorporate emerging networks such as TikTok or Instagram to broaden understanding of the phenomenon. Likewise, longitudinal studies would allow for analysis of the evolution of information engagement over time and its relationship with algorithmic changes. Despite these limitations, the research provides solid evidence that contributes to the academic debate on social television and information engagement, positioning the Peruvian case as a relevant reference point in the study of television journalism in digital environments

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