ANNOTATION

for the doctoral dissertation of **Kassymbekova Nazira Muratbekova** on the topic **"Infonomics and marketing in social networks: strategy, methods and tools (according to Kazakh- language publications)",** submitted for the degree of Doctor of Philosophy (PhD) in the educational program "8D03203 – International Journalism.

General characteristics of the Research. The dissertation is devoted to identifying the economic value of Kazakh-language content in social networks and providing a scholarly analysis of mechanisms to enhance its efficiency through marketing strategies, methods, and tools. In the contemporary media landscape, social networks function not only as platforms for communication but also as spaces for business activity, advertising, and opinion formation. Within this context, the growth of Kazakh-language content, consumer demand, and its commercial potential constitute a relevant and timely subject of academic inquiry.

The study approaches information as a new economic resource within the framework of infonomics, a scientific field that explores the production, distribution, and monetization of information. The rapid dissemination of digital content in social networks allows it to be regarded not merely as a cultural or social phenomenon but also as an economic asset. Special attention is given to Kazakh-language digital content, its significance, and its value in the domestic media space.

Relevance of the research. Despite the growing number of journalistic materials addressing important social issues in the country's media space, a significant portion of them does not reach the target audience in a timely manner and fails to generate broad public resonance. This phenomenon has several causes.

Firstly, the ways in which modern audiences perceive information have changed, and the requirements for content have become more complex. Consumers pay attention not only to the informativeness and quality of materials but also to their format, visual solutions, and emotional impact.

Secondly, the lack of systematic use of clear metrics – statistical indicators and analytical data that make it possible to assess the effectiveness of a journalistic product – complicates the development of an effective content strategy.

Thirdly, the uncertainty of content distribution channels, when a material published on a certain platform lacks a clearly defined target audience, pathways, and mechanisms of dissemination, leads to the risk that such material may remain unnoticed within the information flow.

Object of research: media outlets, bloggers, brands, and social projects producing Kazakh-language content in Instagram, TikTok, YouTube, and Facebook.

Subject of research: the experience of Kazakh-speaking social media users with information, as well as marketing strategies and infonomics tools.

Degree of research on the problem: Issues related to this topic have previously been the subject of research by Kazakhstani scholars. In this work, the author draws on the views and scientific conclusions of E. Alim, M. Sauytbayev, B.

S. Petrov, A. O. Yesdauletov, and A. F. Saidikarimov, who studied social networks from various perspectives.

A significant contribution to the understanding of advertising processes was made by the research of A. D. Samai, G. K. Karybayeva, Z. Kurmanbekova, K. Sarekinova, K. Malikov, and Zh. Bekbolatuly. In addressing the topic, special importance is attached to the works of G. Zh. Ibrayeva, K. N. Mysayeva, N. T. Shyngyssova, E. Kapkyzy, A. M. Zhumagulova, B. Zh. Karimova, A. A. Kassymova, and G. A. Tusupbekova.

Among Russian researchers, it is necessary to note the works of S. S. Raspopova, V. V. Bogdanov, D. M. V'yugina, A. I. Shcherbakov, E. V. Strukova, and others, who examined in detail the market value of content, media revenue models, and issues of audience engagement. These studies served as a methodological foundation for the comprehensive analysis of the stated topic.

In addition, the study employs theoretical approaches and concepts proposed by foreign scholars, including D. Laney, A. Maslow, and G. Hofstede.

The purpose and objective of the study. The purpose of the dissertation is to examine the interaction between infonomics and marketing in the Kazakh-language segment of social networks in order to identify effective strategies, methods, and tools. The research focuses on the informational value of Kazakh-language content, its distribution mechanisms, audience engagement models, and commercial potential.

To achieve this purpose, the following tasks were defined:

- to systematize the theoretical foundations of infonomics in the context of social networks;
- to analyze methods of monetizing information based on Kazakh-language publications;
- to investigate contemporary marketing strategies in social media;
- to classify tools and methods adapted to the Kazakh-speaking audience;
- to assess the economic potential of Kazakh-language infocontent.

Novelty of the research.

In this research work, Kazakh-language informational and educational content on social media platforms for the period 2020-2025 was analyzed. In particular, resources such as Telegram, YouTube, and Instagram were examined.

• The concept of *"infonomics"* was for the first time comprehensively explored in the context of the Kazakh-language online media space, and its informational, economic, and cultural dimensions were systematized.

• The characteristics of content perception among Kazakh-language media consumers were classified based on empirical analysis, and three audience models were proposed: cognitive, emotional, and interactive.

• From the perspective of infonomics, the role and contribution of Kazakh-language content creators in social networks to the digital economy were assessed, and the nature of content as both an informational product and an economic resource was demonstrated.

• To evaluate content effectiveness, the concept of an *"intellectual and social capital index"* was proposed and described as a mechanism enabling the assessment of the cognitive, cultural, and value-based impact of content.

• The monetization methods of Kazakh-language social media content were analyzed, and a scientifically grounded integrated revenue model – combining subscriptions, donations, partnerships, and advertising formats was developed.

• The innovative ecosystem of Kazakh-language media was examined within the framework of digital transformation, and the influence of multiplatform strategies, big data, and artificial intelligence tools was identified.

Theoretical and practical significance. The study is based on four scientific pillars of modern media economics and digital communication: Infonomics Theory (D. Laney), Cultural Dimensions Theory (G. Hofstede), the Hierarchy of Needs Theory (A. Maslow), and the Uses and Gratifications Theory (E. Katz, J. Blumler, M. Gurevitch).

Infonomics Theory (Laney, 2017), by explaining the nature of information as an economic asset, defines its value within market circulation. This approach made it possible to consider content in Kazakh-language social networks not only as a communication resource, but also as an information product with economic potential.

Cultural Dimensions Theory (Hofstede, 1980) served as the foundation for analyzing the behaviour of Kazakh-language audiences in the digital space through the lens of national cultural context.

The Hierarchy of Needs (Maslow, 1943) enabled the identification of media consumers' motivations, while the Uses and Gratifications Theory (Katz, Blumler & Gurevitch, 1974) allowed for classifying the reasons behind information consumption and production.

The findings of the study are aimed at enhancing the infonomic potential of the Kazakh-language information space and improving digital marketing strategies. The conclusions and collected data:

• can be used as a practical guide and methodological reference for marketers, content creators, and SMM specialists working in the media sphere;

• form a scientific and practical foundation for improving the quality of Kazakh-language informational content, increasing the effectiveness of audience engagement, and optimizing monetization models;

• can be applied as instructional and methodological material in university courses such as Public Relations (PR), Media Communications, Digital Marketing, and Journalism.

The main conclusions proposed for defense based on the results of the study:

1. The concept of infonomics should be integrated into academic programs in media economics, journalism, and communication. This will enable the development of mechanisms for assessing the economic value of information and measuring the infonomic impact of content within national media strategies.
2. Taking into account the specific content perception patterns of Kazakh-language audiences on social media, it is recommended to develop targeted

communication strategies based on cognitive, emotional, and interactive models.

3. To increase the contribution of content creators to the digital economy, a system for evaluating content as both an informational and economic product should be introduced. In this area, it is essential to expand courses focused on media entrepreneurship and digital literacy.
4. To assess content quality, it is proposed to implement an "intellectual and social capital index." This index will allow for the quantitative measurement of the cognitive, cultural, and value-based impact of content.
5. To diversify content monetization, an integrated business model combining subscriptions, donations, partnerships, and advertising formats should be adopted. This will ensure the sustainability of the Kazakh-language media ecosystem.
6. To develop an innovative ecosystem for Kazakh-language content on social media, it is necessary to apply multiplatform strategies, as well as big data and artificial intelligence tools. This approach will enhance the quality of national content and ensure its effective integration into the global digital space.

Approval of the research. A number of articles were published during the course of the study. On the topic of the dissertation, 9 scientific articles have been published in domestic and international journals, including in the Scopus database: "The Impact of the Technological Boom on Traditional and Social Media in Kazakhstan" // Studies in Media and Communication. 2025.
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Participation in International Conferences:

1. Reflection of political topics in Kazakhstan in the social networks (based on the events of January 2022) // Research Retrieval and Academic Letters. International-Scientific Conference. Warsaw. 2023. 306-311 p.
2. Ecosystem in social networks // II International Farabi Forum. Almaty, 2023, 6-8 April. – p. 126.
3. Development of Kazakh-Language Content on Instagram (Based on the @buginkz Page) // Materials International Scientific-practical Conference "Transformation of media and journalism education in the digital age". Almaty, 2023, 18 May. – pp. 215-218.
4. The Role of Social Networks in the Development of Media Products // Materials of the XV International Scientific and Practical Conference "Toraygyrov Readings," dedicated to the 130th anniversary of the poet Sultanmakhmut Toraygyrov. Vol. 2. Pavlodar, 2023. – pp. 576-581.
5. Infonomics: analysis, role, and influence in modern Media // Modern Scientific Technology. International-Scientific Conference. Stockholm. 2024. - 131-133 p.

In journals recommended by the CQASES MES RK:

1. The role of social networks in public opinion shaping. Bulletin of the Kazakh National University named after al-Farabi. Series of Journalism. №3 (65) 2022, p. 68-76.

2. Broadcasting of Kazakh content in Telegram. Bulletin of the Kazakh National University named after al-Farabi. Series of Journalism. №4 (70) 2023, p. 85-93.
3. Current problems of Kazakh-language content in social networks. Bulletin of L.N. Gumilyov Eurasian National University. Journalism Series. 146(1) 2024, p. 36-46.

Structure of the dissertation. The dissertation follows a traditional structure and consists of an introduction, three chapters, a conclusion, a bibliography, illustrations, tables, and appendices.