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# The Use of Digital Campaigns in Raising Awareness of the Sustainable Development Goals in Yemen (\*)

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## Abstract

This research aimed to analyze how digital awareness campaigns related to the Sustainable Development Goals (SDGs) in Yemen contribute to the construction of knowledge-based and motivational messages directed at Yemeni youth. It examined the efficiency of these campaigns, the form and content of their communicative discourse, and the extent to which development institutions and initiatives employ digital platforms and artificial intelligence applications in producing knowledge-oriented content capable of persuasion and influence. The research focused on two digital campaigns: the “Sustainable Climate in Yemen” campaign and the communication framework accompanying the National Plan for Youth Empowerment and Development in Yemen (2025–2030). The research adopted the analytical survey method, using content analysis as its main tool. An electronic content analysis form was administered via the KOBO platform to a purposive sample of 73 posts published on websites, YouTube, X, Facebook, Instagram, and TikTok.

The results showed that the digital discourse of the campaigns remains in a transitional stage between general awareness-raising and the construction of organized development knowledge. Informational and introductory content dominated the sample at 97.3%, while static formats, represented by images and text, accounted for 81.3%, and emotional appeals reached 97.3%. In contrast, the presence of sources, references, and documents was limited, while

(\*)The Paper was received on May 15, 2026, and accepted for publication on June 06, 2026.

The Paper is extracted from the doctoral dissertation registered at the Faculty of Mass Communication, Cairo University, under the supervision of Prof. Dr. Mona El-Hadidi, a non-part-time professor in the Radio and Television Department and the former Dean of the International Academy of Engineering and Media Sciences, and with the co-supervision of Dr. Gihan Hanafi, Assistant Professor in the department.

unsupported content accounted for 69.9%, which limits deeper understanding and weakens trust in the knowledge presented. The analysis revealed an imbalance in the treatment of the SDGs, as Goal (13), Climate Action, was the most prominent at 46.6%, compared with the limited presence of Goal (16), Peace, Justice and Strong Institutions, at 11.0%, and Goal (8), Decent Work and Economic Growth, at 1.4%. This indicates the campaigns' need for greater balance among the goals and a clearer linkage between climate, economic, and institutional issues.

The results also showed that digital engagement appeared mainly through views, which represented 88.3% of the total observed engagement indicators, while active engagement, represented by likes, shares, comments, and saves, remained limited at 11.7%. The analysis of the visual models of the posts showed that short and humorous formats were more capable of reaching youth audiences and encouraging message circulation. Regarding artificial intelligence applications, the analysis revealed that their use remained limited and irregular. Confirmed indicators of their use accounted for only 4.1% of the total sample, compared with an unresolved category of 11.0%. Their use was concentrated in textual and visual content and did not develop into a clear institutional mechanism for explanation, simplification, translation, or personalized interaction. The presence of the unresolved category reveals the limited culture of disclosure and transparency in identifying the tools used to produce digital content. This underscores the importance of training in the ethics of circulating content supported by artificial intelligence applications within development institutions and initiatives.

The research concluded that the efficiency of digital development communication in the Yemeni context is linked to the clarity of objectives, documentation of information, simplification of knowledge, diversification of formats, and youth participation in message production. It also emphasized the need for a clear protocol for disclosure, documentation, and the responsible use of artificial intelligence applications in digital awareness campaigns.

**Keywords:** Digital Awareness Campaigns - Sustainable Development Goals - Artificial Intelligence Applications - Yemeni Youth - Content Analysis - digital Engagement - Development Institutions - Yemen.