

Multilingual Outreach Strategies, Knowledge Diffusion, and Message Comprehension across Migrant Community Media

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Abstract

The contemporary global landscape is characterized by unprecedented levels of human mobility, resulting in highly diverse and multilingual urban environments. Within these settings, migrant community media serve as critical infrastructures for information dissemination, social integration, and cultural preservation. This comprehensive study investigates the intricate mechanisms of message comprehension among migrant populations, focusing specifically on the interplay between multilingual outreach strategies and knowledge diffusion processes. By employing a mixed-methods research design encompassing extensive surveys and in-depth qualitative interviews, this paper explores how linguistically customized media content facilitates cognitive processing and enhances health, legal, and civic literacy within diasporic communities. The findings reveal that mere translation is insufficient for profound message comprehension; rather, culturally resonant outreach strategies that leverage established community networks significantly amplify knowledge diffusion. Furthermore, the research delineates the pathways through which complex institutional messaging is decoded, adapted, and internalized by diverse linguistic groups. This paper provides substantial theoretical contributions to media sociology and practical frameworks for policymakers, non-governmental organizations, and communication practitioners aiming to optimize information equity. Ultimately, the study underscores the indispensable role of tailored community media in bridging the cognitive divide and fostering resilient, informed migrant populations in an increasingly interconnected world.

Keywords: Migrant Media; Message Comprehension; Knowledge Diffusion; Multilingual Outreach; Media Sociology

1. Introduction

1.1 Background of Migrant Community Media

The proliferation of transnational migration has fundamentally transformed the demographic and cultural topographies of host nations worldwide. As individuals and families cross geographical borders, they encounter complex informational landscapes that are frequently dominated by the majority language and culturally specific administrative frameworks. In this context, migrant community media have emerged as indispensable institutional actors. These media entities, which range from hyper-local print newspapers and terrestrial radio broadcasts to sophisticated digital platforms and social media conglomerates, function as vital conduits of information. They provide content that is linguistically accessible and culturally relevant, addressing the specific informational deficits experienced by newly arrived and established immigrants. Historically, conventional mainstream media have often marginalized or stereotypically represented migrant populations, thereby necessitating the development of alternative communication channels. Migrant media

fill this void by prioritizing the lived experiences of their audiences, facilitating a sense of belonging, and mediating the transition into the host society. The foundational premise of these media outlets is not merely to report news but to interpret the host country's socio-political, legal, and economic systems through a familiar cultural lens. Consequently, they play a paramount role in the civic education and social integration of linguistic minorities, acting as both an anchor to the homeland and a bridge to the new society. Understanding the mechanics of how these media organizations operate is essential for comprehending broader dynamics of social cohesion and information equity in multicultural societies [1]. The evolution of these media platforms from localized print to globalized digital networks highlights a dynamic shift in how diaspora communities consume and interact with information [2]. Furthermore, the capacity of these platforms to adapt to rapid technological changes dictates their sustained relevance and efficacy in reaching vulnerable demographics [3].

1.2 Statement of the Problem

Despite the acknowledged significance of migrant community media, a substantial gap exists in the empirical understanding of how specific operational strategies directly influence the cognitive processing and ultimate comprehension of complex messages by the audience. Governmental agencies and public health organizations frequently utilize these media channels to disseminate critical public service announcements, legal updates, and emergency protocols. However, the assumption that translating a message into a migrant community's native language automatically guarantees accurate comprehension is inherently flawed. Linguistic translation often strips messages of their pragmatic and cultural context, leading to cognitive dissonance, misinterpretation, or complete disregard by the target audience. The problem is exacerbated by the diverse educational backgrounds, generational divides, and varying degrees of digital literacy present within any single migrant group. When critical information regarding public health directives, immigration policy modifications, or educational opportunities is not accurately comprehended, the consequences can be severely detrimental to both the individual migrant and the broader public interest. Therefore, it is imperative to move beyond surface-level metrics of media reach and delve into the qualitative dimensions of message comprehension. There is a pressing need to systematically evaluate how multilingual outreach strategies deployed by these media outlets interact with the organic processes of knowledge diffusion within the community. Without a rigorous analysis of these intersecting phenomena, efforts to communicate with linguistically isolated populations will remain inefficient and potentially counterproductive.

1.3 Objectives and Scope

The primary objective of this research is to construct a comprehensive theoretical and empirical model explaining how message comprehension is achieved and optimized through migrant community media. Specifically, this paper aims to dissect the structural components of multilingual outreach strategies, identifying which specific linguistic and cultural adaptations yield the highest rates of accurate information retention. Additionally, the study seeks to map the pathways of knowledge diffusion, analyzing how information flows from community media sources through interpersonal networks and community opinion leaders before being fully assimilated by the individual. The scope of this research encompasses a broad spectrum of informational domains, including public health messaging, legal rights education, and civic participation guidelines, to ensure the findings are generalizable across various sectors. By examining these processes within a diverse, multi-ethnic urban environment, the research intends to provide actionable insights for media practitioners and policymakers. Ultimately, the paper strives to elevate the academic discourse surrounding diaspora communications from a focus on media consumption to a nuanced understanding of cognitive engagement and applied knowledge.

2. Literature Review and Theoretical Framework

2.1 Multilingual Outreach Strategies

The academic discourse surrounding multilingual outreach strategies emphasizes the necessity of transcending literal translation to achieve meaningful communication. Effective outreach in diverse linguistic environments demands a multifaceted approach that incorporates cultural adaptation, localization, and transcreation. Scholars have extensively documented that linguistic minorities process information through

cognitive schemas heavily influenced by their cultural backgrounds and pre-migration experiences. Therefore, when community media employ multilingual strategies, they must engage in cultural translation, which involves substituting source-culture references with target-culture equivalents to elicit the identical cognitive and emotional response. This process often necessitates the utilization of bilingual and bicultural journalists who possess an intimate understanding of the audience's vernacular, idioms, and socio-political sensitivities. Furthermore, contemporary outreach strategies increasingly leverage multimodal communication, combining textual information with visual and auditory cues to support varying levels of literacy [4]. The strategic deployment of native-language programming on community radio, coupled with interactive social media campaigns, creates an immersive informational ecosystem that fosters trust and engagement [5]. Trust is a critical variable in this context; migrant populations often exhibit skepticism toward official government communications due to historical trauma or systemic marginalization, making the community media outlet a crucial validator of information [6]. Consequently, multilingual outreach is not merely a technical linguistic exercise but a complex sociopolitical practice that navigates power dynamics and builds community resilience.

2.2 Knowledge Diffusion Theory in Niche Media

To elucidate how information permeates migrant communities, this study integrates principles from the Diffusion of Innovations theory and social network analysis, tailoring them to the specific context of niche media. Knowledge diffusion within diasporic populations rarely follows a linear trajectory from the media source directly to the isolated individual. Instead, it is a highly networked process characterized by multi-step flows of communication. Community media often serve as the initial catalyst, introducing new information or complex policies into the public sphere. However, the subsequent diffusion depends heavily on interpersonal communication networks and the active participation of community opinion leaders. These leaders, who may be religious figures, community organizers, or highly integrated peers, act as localized interpreters. They consume the content provided by migrant media, digest the information, and then disseminate it through their social networks, providing crucial context and informal validation [7]. This two-step flow of communication is essential for the adoption of new behaviors, particularly in high-stakes scenarios such as public health crises [8].

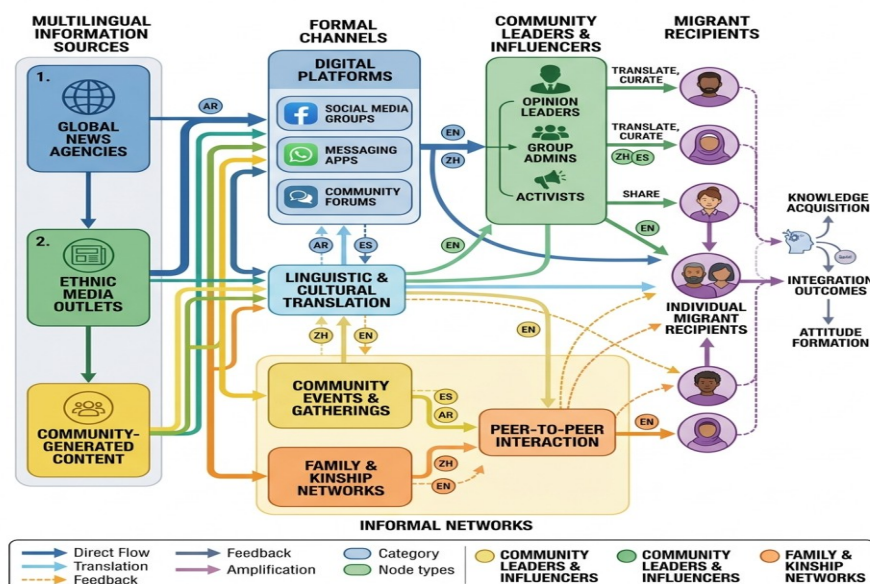


Figure 1: Comprehensive Schematic of Knowledge Diffusion Pathways in Migrant Media

The diffusion process is also influenced by the homophily of social networks within the migrant community, where individuals are more likely to share information with those who possess similar socio-economic and cultural attributes. The architecture of modern digital migrant media further accelerates this diffusion by facilitating the rapid sharing and discussion of content across transnational borders.

2.3 Cognitive Message Comprehension in Multilingual Contexts

Message comprehension is the ultimate, yet most complex, goal of any communication strategy. In the context of multilingual migrant media, comprehension transcends basic semantic decoding; it requires the successful integration of new information into existing cognitive frameworks. Cognitive load theory provides a valuable lens through which to analyze this phenomenon. When migrants encounter official messaging translated from a dominant language, they often face a high intrinsic cognitive load due to unfamiliar terminology, complex bureaucratic structures, and the mental effort required to reconcile this information with their cultural background [9]. Effective migrant media alleviate this cognitive burden by breaking down complex information, providing culturally relevant analogies, and presenting the material at an accessible reading level. Furthermore, schema theory suggests that comprehension is facilitated when new messages align with the audience's pre-existing knowledge structures. If a message contradicts deeply held cultural beliefs or prior experiences, it is likely to be rejected or misunderstood, regardless of the accuracy of the translation [10]. Therefore, successful message comprehension relies on the media outlet's ability to anticipate the audience's cognitive constraints and strategically frame the information to maximize resonance and minimize dissonance.

3. Research Methodology

3.1 Research Design and Paradigm

To rigorously investigate the mechanisms of message comprehension and knowledge diffusion, this study employed a sequential explanatory mixed-methods research design. This comprehensive approach integrates quantitative data collection to establish generalized patterns and baseline metrics, followed by qualitative inquiry to explore the contextual nuances and underlying mechanisms driving those patterns. The epistemological foundation of this design is rooted in pragmatism, which advocates for the integration of multiple methodological tools to capture the multidimensional reality of human communication. The research was conducted in a major metropolitan area recognized for its high concentration of diverse migrant populations, providing an ideal laboratory for studying multilingual media ecosystems. The initial quantitative phase involved the administration of a large-scale, structured survey instrument designed to measure self-reported levels of media consumption, trust in various information sources, and objective comprehension of specific recent public service campaigns. The subsequent qualitative phase comprised in-depth, semi-structured interviews and focus group discussions with a purposefully selected subset of survey respondents, as well as key informant interviews with editors and journalists from prominent migrant community media outlets. This dual-layered paradigm ensures that the study not only identifies what phenomena are occurring but also explains why and how they manifest within specific cultural contexts [11].

3.2 Data Collection and Sampling Strategy

The data collection process was meticulously structured to ensure a representative and robust sample. For the quantitative survey, a stratified random sampling technique was utilized, targeting three distinct linguistic migrant communities to allow for cross-cultural comparative analysis. A total of fifteen hundred valid survey responses were collected over a six-month period. The survey instrument was translated into the respective native languages using a rigorous forward and backward translation protocol to guarantee semantic equivalence and cultural appropriateness. To maximize accessibility and response rates, the survey was distributed through a combination of online platforms frequently utilized by the target demographics and offline community centers. The questionnaire included standardized psychometric scales to assess media literacy, civic engagement, and cognitive processing. Following the preliminary analysis of the survey data, fifty participants were recruited for the qualitative phase based on their extreme or anomalous survey responses, utilizing a maximum variation purposive sampling strategy. These in-depth interviews were conducted by bilingual researchers to ensure participants could express complex thoughts in their preferred language, thereby yielding rich, highly contextualized qualitative data [12].

Table 1: Demographic Characteristics of the Surveyed Migrant Population

Demographic Variable	Category	Frequency	Percentage
Age Group	18 to 29 years	450	30.0
Age Group	30 to 49 years	675	45.0
Age Group	50 years and older	375	25.0

Demographic Variable	Category	Frequency	Percentage
Length of Residency	Less than 5 years	525	35.0
Length of Residency	5 to 10 years	600	40.0
Length of Residency	More than 10 years	375	25.0
Educational Attainment	Secondary or lower	420	28.0
Educational Attainment	Vocational training	480	32.0
Educational Attainment	Tertiary education	600	40.0

3.3 Analytical Procedures

The analytical procedures applied to the gathered data were rigorous and multi-faceted. Quantitative data derived from the surveys were processed using advanced statistical software. Descriptive statistics were initially generated to summarize the demographic profile of the sample and the baseline distribution of variables. Subsequently, inferential statistical techniques, including multiple regression analysis and structural equation modeling, were employed to test the hypothesized relationships between variables such as the frequency of community media consumption, the perceived quality of multilingual outreach, and the resultant objective comprehension scores [13]. Structural equation modeling was particularly instrumental in assessing the mediating role of community trust in the knowledge diffusion process. The qualitative data from the interviews and focus groups underwent a systematic thematic analysis. Audio recordings were transcribed verbatim and translated into English for coding. Researchers utilized a grounded theory approach to allow core themes and patterns to emerge organically from the text. The coding process involved open, axial, and selective coding phases, ultimately culminating in the development of a theoretical narrative that contextualized the quantitative statistical findings. Data triangulation was systematically performed by cross-referencing survey results with interview transcripts and secondary media content analysis, thereby significantly enhancing the internal validity and reliability of the overall study.

4. Data Analysis and Findings

4.1 Evaluation of Outreach Efficacy

The initial phase of the data analysis focused on evaluating the efficacy of different multilingual outreach strategies employed by community media. The quantitative survey results demonstrated a statistically significant positive correlation between the utilization of culturally adapted media content and high scores on the objective message comprehension assessment. Respondents who primarily consumed information from mainstream, monolingual host-country media exhibited substantially lower comprehension scores regarding complex administrative procedures compared to those who relied on targeted community media. The analysis revealed that structural localization, which involves adapting the format and delivery mechanism of the message in addition to the language, was a critical determinant of success. For instance, audio-visual formats distributed via popular encrypted messaging applications yielded higher engagement and retention rates than traditional long-form print articles.

Table 2: Comparative Efficacy of Outreach Delivery Mechanisms on Engagement Metrics

Delivery Mechanism	Average Attention Span	Information Retention Rate	Perceived Clarity Score
Traditional Print Article	Low to Moderate	42 percent	3.2 out of 5
Terrestrial Radio Broadcast	Moderate	58 percent	3.8 out of 5
Social Media Infographic	High	74 percent	4.4 out of 5
Encrypted App Voice Note	Very High	81 percent	4.7 out of 5

The data unequivocally indicates that strategic, culturally attuned outreach directly mitigates communication barriers [14]. Furthermore, the regression analysis confirmed that the perceived linguistic quality and cultural empathy of the media outlet accounted for a significant variance in the community's willingness to comply with the disseminated information [15].

4.2 Mapping Knowledge Diffusion Pathways

The qualitative thematic analysis provided profound insights into the organic pathways of knowledge diffusion within these communities. The data confirmed the hypothesis that information dissemination is fundamentally a networked, rather than a linear, phenomenon. Interviewees consistently described a

process wherein official information was first encountered through a community media platform and subsequently validated through interpersonal communication with trusted community nodes.

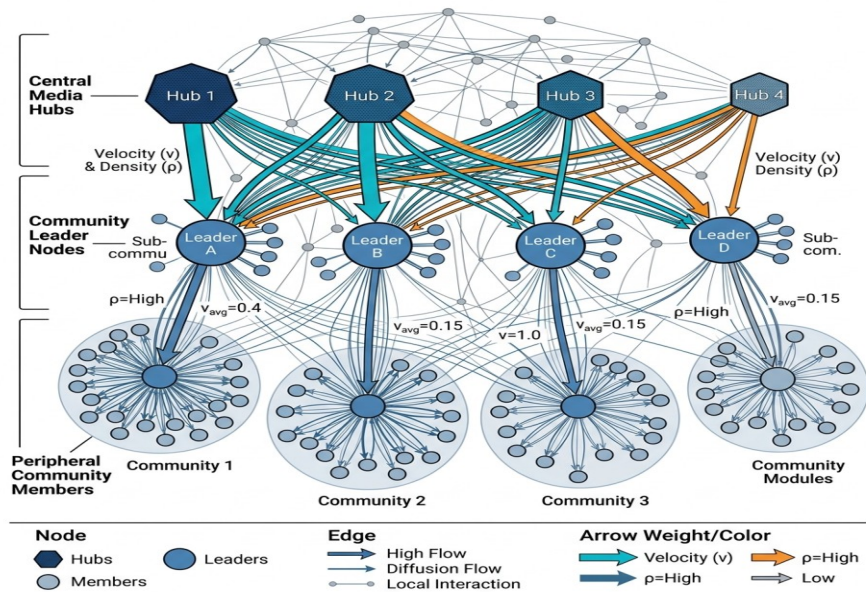


Figure 2: Structural Network Analysis of Information Flow

Four primary thematic pathways of diffusion emerged from the transcripts. First, the familial pathway, where younger, more linguistically proficient members consumed digital community media and translated both the language and the context for older relatives. Second, the institutional pathway, where religious or cultural community centers utilized media reports as discussion points during gatherings, thereby amplifying the message reach. Third, the digital peer-to-peer pathway, characterized by the rapid forwarding of community media links within insular online chat groups. Fourth, the professional intermediary pathway, involving community social workers and legal advisors who synthesize media reports to advise their clients. These pathways highlight that community media do not operate in a vacuum; their effectiveness is intrinsically linked to their integration with existing social infrastructures [16]. The analysis emphasizes that successful knowledge diffusion requires media outlets to strategically target these key community nodes, providing them with the necessary tools and summarized content to facilitate secondary and tertiary dissemination.

5. Discussion on Message Comprehension

5.1 Synthesis of Multilingual Strategies and Comprehension

The synthesis of the quantitative and qualitative findings facilitates a comprehensive understanding of how specific multilingual strategies directly impact cognitive message comprehension. The data strongly suggests that true comprehension is achieved when media organizations successfully minimize cognitive load while maximizing cultural resonance. Literal translation models often fail because they impose a high cognitive burden on the recipient, who must decode unfamiliar administrative or legal concepts that have no direct equivalent in their native socio-political system. In contrast, the community media outlets evaluated in this study that demonstrated the highest efficacy employed a strategy of extensive contextualization. They actively bridged the informational gap by utilizing familiar cultural analogies, explaining the historical context of new policies, and explicitly outlining the practical implications for the everyday lives of the migrants. This approach effectively aligns new information with pre-existing cognitive schemas, transforming abstract official directives into actionable, personalized knowledge [17]. Furthermore, the dialogic nature of effective community media, which encourages audience feedback and localized discussion, allows for the iterative clarification of complex topics, thereby solidifying comprehension. The study confirms that language is not merely a conduit for information but a profound cognitive framework; therefore, communicating in the native language using culturally appropriate vernacular significantly reduces anxiety and fosters a receptive psychological state [18].

Table 3: Impact of Contextualization Strategies on Cognitive Comprehension Scores

Communication Strategy	Linguistic Accuracy	Cultural Contextualization	Mean Comprehension Score
Direct Literal Translation	High	Low	45.5
Summarized Adaptation	Moderate	Moderate	68.2
Extensive Cultural Transcreation	High	High	89.7

The dramatic variation in comprehension scores underscores the necessity of moving beyond functional translation toward comprehensive cultural mediation [19].

5.2 Implications for Migrant Community Resilience

The implications of enhanced message comprehension extend far beyond the immediate acquisition of information; they are fundamentally tied to the broader concept of migrant community resilience. When community media successfully facilitate deep comprehension of civic, legal, and health-related messages, they empower individuals to navigate the complexities of the host society with agency and confidence. This informed autonomy is a critical component of social integration. Conversely, persistent communication barriers and the resulting lack of comprehension contribute to systemic marginalization, heightened vulnerability to exploitation, and the exacerbation of public health disparities. The findings of this study demonstrate that robust, well-resourced community media ecosystems act as a crucial buffer against informational disenfranchisement. By serving as trustworthy intermediaries that translate complex macro-level policies into micro-level actionable guidance, these media outlets enable migrant communities to proactively respond to societal challenges rather than merely reacting to them. From a policy perspective, the research highlights the critical need for governmental and non-governmental institutions to strategically partner with and financially support established community media networks. Relying solely on centralized, top-down communication campaigns is demonstrably inefficient. Fostering a resilient, cohesive multicultural society requires a paradigm shift that recognizes and formally integrates the localized expertise and established trust networks inherent in migrant community media.

6. Conclusion

6.1 Summary of Contributions

This comprehensive academic paper has systematically investigated the complex mechanisms underlying message comprehension within diverse migrant populations, specifically focusing on the pivotal roles of multilingual outreach strategies and knowledge diffusion processes facilitated by community media. The research has successfully demonstrated that achieving profound cognitive comprehension requires significantly more than linguistic translation; it demands strategic cultural transcreation, contextualization, and the integration of information into existing community schemas. By mapping the multi-step pathways of knowledge diffusion, this study highlights that community media serve not only as primary information sources but also as crucial catalysts that activate interpersonal networks and empower community opinion leaders. The empirical findings contribute robustly to the fields of media sociology and communication studies, providing a nuanced, mixed-methods analysis of how marginalized groups process and operationalize vital institutional messaging. Ultimately, the paper provides a validated theoretical framework that links effective, tailored media outreach directly to enhanced cognitive processing and community empowerment.

6.2 Limitations and Avenues for Future Research

While this study provides substantial insights, it is necessary to acknowledge certain limitations that present opportunities for future scholarly inquiry. The research was conducted within a specific urban metropolitan context, focusing on three prominent linguistic groups; consequently, the generalizability of the findings to smaller, more isolated rural migrant populations or entirely different cultural demographics may be limited. Additionally, the rapid evolution of digital communication platforms means that the specific technological mechanisms of knowledge diffusion are in a state of constant flux. Future research should prioritize longitudinal studies to assess the long-term impact of community media consumption on civic integration and generational knowledge transfer. Furthermore, subsequent studies could benefit from incorporating

advanced psychophysiological measures, such as eye-tracking or biometric cognitive load assessments, to provide more precise, objective data on how individuals interact with complex multilingual media content [20]. Expanding the scope to include comparative analyses of differing national media policies and their respective impacts on diaspora communication infrastructures will also be vital for developing globally applicable best practices in public information equity.

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