Is Algorithmic Media Content Awareness Platform-Specific? A Replication and Cross-Platform Validation

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This research examines whether algorithmic media content awareness (AMCA) is platform-specific or reflects a generalized perception of algorithmic mediation. We report two large-scale replication studies (N = 3,022 combined) conducted in Chile, testing the factorial structure, cross-platform invariance, and nomological validity of the AMCA scale across six digital platforms (Substudy 1: Facebook, Netflix, YouTube; Substudy 2: Instagram, Spotify, and TikTok). Results support the originally theorized second-order structure and demonstrate configural, metric, and scalar invariance across platforms, with minimal differences in latent means. AMCA does not vary substantially by platform type and shows robust positive associations with algorithmic familiarity, knowledge, and perceived exposure to personalized brand content. Overall, findings indicate that AMCA operates as a coherent, higher-order perception that generalizes across digital environments. These results strengthen the measurement foundations of AMCA and contribute to a better understanding of how users perceive algorithmic mediation in contemporary persuasive communication contexts.

Keywords: Algorithmic media content awareness; algorithmic persuasion; cross-platform validation; measurement invariance; digital platforms; personalization.