Editorial

We bring the first issue of the twenty-second volume of the Journal of Digital Information Management with the research pieces below. In the opening paper, "**A Recognition Learning System Based on Poetry Database and Text Pattern Function**," the authors advocated a recognition learning system based on a poetry database and text pattern function. This pattern helps students better understand and remember poetry and improve the efficiency of Chinese language learning. The personalized learning module introduced by the authors provided suggestions and exercises based on students' learning progress and abilities to achieve precise teaching.

In the next paper, "**Study to Analyze the Effect of Online Reviews and Smart Phone Buying Behaviour of Customers**," the authors highlighted the growing importance of online reviews in shaping customer buying behaviour. This study, which focused on the influence of online reviews and buying behaviour in mobile phone purchases, is a significant contribution to the field of marketing research. The authors further conducted a quantitative analysis to identify key factors that influence consumers' attitudes and behaviours towards mobile phone purchases.

In the last paper, "**Introducing a Process-Oriented Framework for the Design of Advertising Campaigns**," the authors presented a practical model for advertising campaigns, outlining the necessary steps for companies to follow. They have used Indicators such as storyboards, client briefs, campaign scripting, and slogan writing, which are identified as novel elements within campaign models, offering valuable
insights for advertising organizations. This paper offered a comprehensive view of the variables associated with advertising campaigns.

We hope to bring more research to the next issues.

Editors