

# Why Do Telegram Channels Fail?

*Psychological and Philosophical Reasons and Mitigation Strategies*

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# Purpose of the Paper

It analyzes the reasons that lead to the failure of the Telegram channels in the context of psychological theories and philosophical insights. We are going to learn from channel owners' experiences and show common pitfalls and strategies for success. The main questions covered in this paper will include but not are limited to *What are the key factors contributing to the failure of Telegram channels*. And by the end of this paper I would have hopefully answered all those questions and other questions you might have.

This study is done on the basis of 24 telegram channels question and answer and open analytics data available for the channels. These are the 24 channels, in no order : Yohannes Dumps and Forwards, ilo sona(previously known as Nates::Broadcast), Ker Verse, ገገገ's Journey, Beka, The blogrammer, Bes's resource loot, The Unsorted, Debugging Ephoul, Dagmawi Babi, Theodore Discovery, haha?, such is life, Tech Nerd, Found this, DoughNut, KinFish Farms, Shalom, Solo Codes, Yohannes Notes, Meron, Ragoose Dumps, Robi Makes Stuff, Beru Spams and Forwards.

The list contains a list of channels from subscribers ranging around 6000 to ones with only 100 and diverse topics with mostly tech leaning channels. The questions given to the channels owners touch on the themes of, Motivation and Origin(Q1), Performance and Growth Metrics(Q2), Purpose and Value Proposition(Q3), Personal Experiences and Milestones(Q4), Management and Growth Challenges(Q5). There we're fascinating answers from the channel owners that I think will evidently point out something for the maintenance of a personal telegram channel, as we will see moving forward.

**I strongly want to emphasize that is not a professional research paper, but a collection of facts and evidences and a bit of research I figured while working on the telegram explorer galactic guide. Nonetheless, I think this paper could be of use to anyone currently running a telegram channel or thinking of starting one**

# What are the key factors contributing to the failure of Telegram channels

If one is asked this question point-blank there are two possible answers, he either lists a multitude of reasons or states that they have no idea, for the multitude of reasons they can all be summed up to 3 categories Psychological, Philosophical. Understanding what lies within those categories will help us understand the reason why many telegram channels fail and why others succeed.

For in Psychological Factors contributing to the failure of telegram channels, we will try to understand the role of imposter syndrome and the spotlight effect as well as mitigation strategies and how the channels mentioned above deal with those.

For in Philosophical Factors contributing to the failure of telegram channels, we will try to understand and connect some philosophical ideas by popular philosophers including Slavoj Žižek, Jordan B. Peterson, Immanuel Kant, Georg Wilhelm Friedrich Hegel.

These topics will not fully uncover why telegram channels fail and succeed and provide a concrete answer, but rather will be a foundational stepping stone as we move forward in understanding why some telegram channels succeed and others fail.

This paper will be helpful for those telegram channels in which I classify as personal brand portfolios and not the ones that are used by government agencies or news outlets.

Resources for all the mentioned and cited papers will be available at the end of the document under the same title

# Action-Oriented Nomenclature: Categorization and Definitions

This section is essential because it provides readers (you) with a clear, structured understanding of the key terms and concepts used throughout the paper.

By categorizing entities based on their actions and applications, this section ensures consistency, reduces ambiguity, and helps readers quickly grasp the functional roles and significance of various elements.

This foundational clarity enables a deeper comprehension of the paper's analysis and conclusions, making the content more accessible and impactful. Usually this part is placed at the end, but I really think going to the end of the paper to understand what everything is about is inefficient.

Moving forward I classified the channels into 4 main categories being Government agencies, News outlets, Personal Blogs, Personal Portfolios.

# Brief Introduction to the Four Main Categories

## 1. Government Agencies

Channels or platforms run by official governmental bodies, providing information, services, and resources related to public policies, regulations, and civic duties. These channels are often used for public communication, updates on government initiatives, and citizen engagement.

### Example Categories:

- Public Services
- Legislative Updates
- Government Announcements

## 2. News Outlets

Channels dedicated to delivering current events, breaking news, and journalism content. They may provide updates on politics, economics, society, technology, and more. News outlets prioritize timely and factual reporting and may include various forms of media such as articles, videos, and podcasts.

### Example Categories:

- Breaking News
- Investigative Journalism
- Opinion Editorials

## 3. Personal Blogs

Channels that serve as a platform for individuals to share personal thoughts, experiences, and ideas. These blogs can cover a wide range of topics, including lifestyle, hobbies, technology, and travel. The content is typically informal and reflects the blogger's unique perspective and personality.

### Example Categories:

- Lifestyle and Hobbies
- Travel Diaries
- Personal Reflections

## **4. Personal Portfolios**

Channels that showcase an individual's professional work, skills, and achievements. These are often used by creatives, developers, and freelancers to demonstrate their expertise and attract potential clients or employers. The content is curated to highlight projects, case studies, and career milestones.

### **Example Categories:**

- Creative Portfolios (Art, Design)
- Technical Portfolios (Coding, Engineering)
- Professional Achievements and Case Studies

This paper mainly focuses on the personal blogs and personal portfolio channels. Which broken down into smaller sub-categories makes the analytics easier. So I have broken down the channels into subcategories of Technology & application, Blogs, Religion & Spirituality, Unspecified. Where:

### **1. Technology & Application**

Channels or content focused on the development, implementation, and use of technology. This includes discussions on software, hardware, innovations, and their practical applications

### **2. Blogs**

Personal or professional platforms where individuals or groups share their thoughts, experiences, insights, and expertise on a wide range of topics.

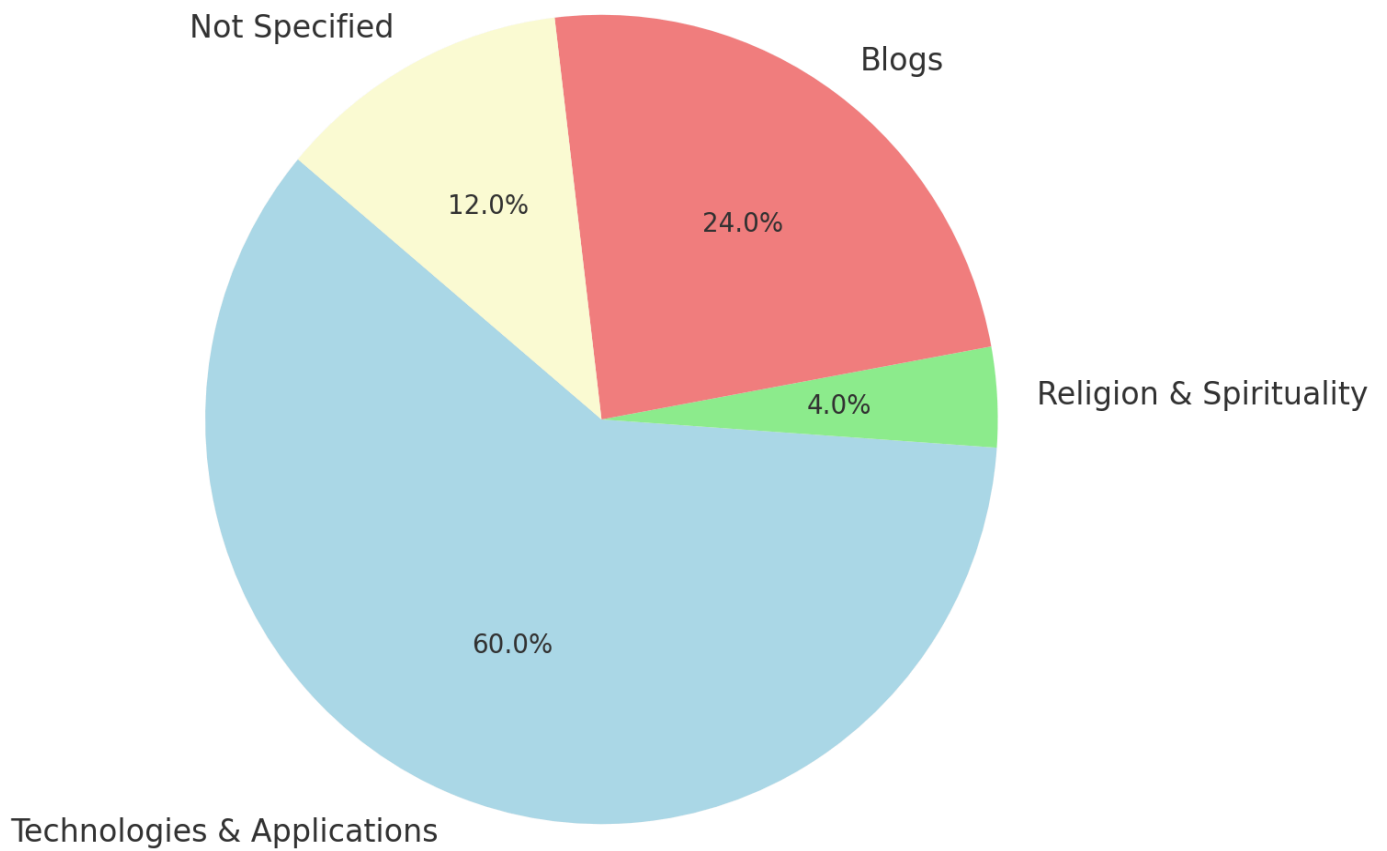
### **3. Religion & Spirituality**

Channels or content that explore topics related to faith, religious practices, spirituality, and personal beliefs.

### **4. Unspecified**

Channels in which their content explores various topics that they cannot be pinned down into one sub-category

## Distribution of Categories



From the 24 channels that are included in this study, this is the percentage of each when we classify them into the sub-categories.

### **Personal Blogs:**

- Such is life
- The unsorted
- haha?
- Meron
- Beru spams and forwards
- ilo Sona

### **Personal Portfolios:**

- Dagmawi babi - Technologies & Applications
- Tech Nerd - Technologies & Applications
- Yohannes Dumps - Technologies & Applications
- Robi makes stuff - Technologies & Applications
- Beka - Technologies & Applications
- ገገገ's Journey - Technologies & Applications
- Kinfish Farms - Technologies & Applications
- Theodore Discovery - Technologies & Applications
- DoughNut - Technologies & Applications
- Yohannes Notes - Technologies & Applications
- Solo codes - Technologies & Applications
- Ker verse - Technologies & Applications
- Bes's resource loot - Technologies & Applications
- the blogrammer - Technologies & Applications
- Debugging Ephoul - Technologies & Applications

The categorization of the channels is done by reading and counting of certain keywords they used most often in their posts. The owners might disagree, and I sincerely send out apologies if your channel was categorized in the category that the channel's theme was supposed to shade light on, but the statistics says otherwise.



# Psychological Factors contributing to the failure of telegram channels

## *Understanding Imposter Syndrome*

### *Definition and Impact*

#### **Definition**

**Imposter Syndrome**<sup>11</sup>: A psychological phenomenon characterized by pervasive self-doubt and a persistent fear of being exposed as a fraud despite evident accomplishments and external validation. Individuals experiencing imposter syndrome often underestimate their skills and achievements, attributing success to luck or external factors rather than their own capabilities. This internal struggle can result in diminished self-confidence, inconsistent performance, and, ultimately, the potential abandonment of projects or channels due to the belief that their efforts are inadequate or unworthy.

#### **Impact**

Imposter syndrome may affect content creators in a number of ways, notably in their creativity and productivity:

*Reduced Self-Confidence*: An imposter syndrome-suffering content creator doubts himself and the worth of what he is doing. Lack of confidence might make him too shy to post new content or even ideas, due to which the chain of creative work will be restricted.

*Fear of Failure*: "For fear that at any moment, people will discover one doesn't really know what he's doing, and will therefore be exposed as a fraud." People actually become more fearful of failure this way and may not be in a position to take new risks or experiment with new ideas that

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<sup>1</sup> Commentary: Prevalence, Predictors, and Treatment of Imposter Syndrome: A Systematic Review : [doi.org/10.29245/2578-2959/2020/3.1207](https://doi.org/10.29245/2578-2959/2020/3.1207)

somehow inhibit their creative curiosity and development.

*Procrastination and Inconsistency:* The self-doubt stemming from imposter syndrome may lead to procrastination. Content creators avoid working on their projects and hence make inconsistent posts. Such inconsistent posting affects viewer frequency.

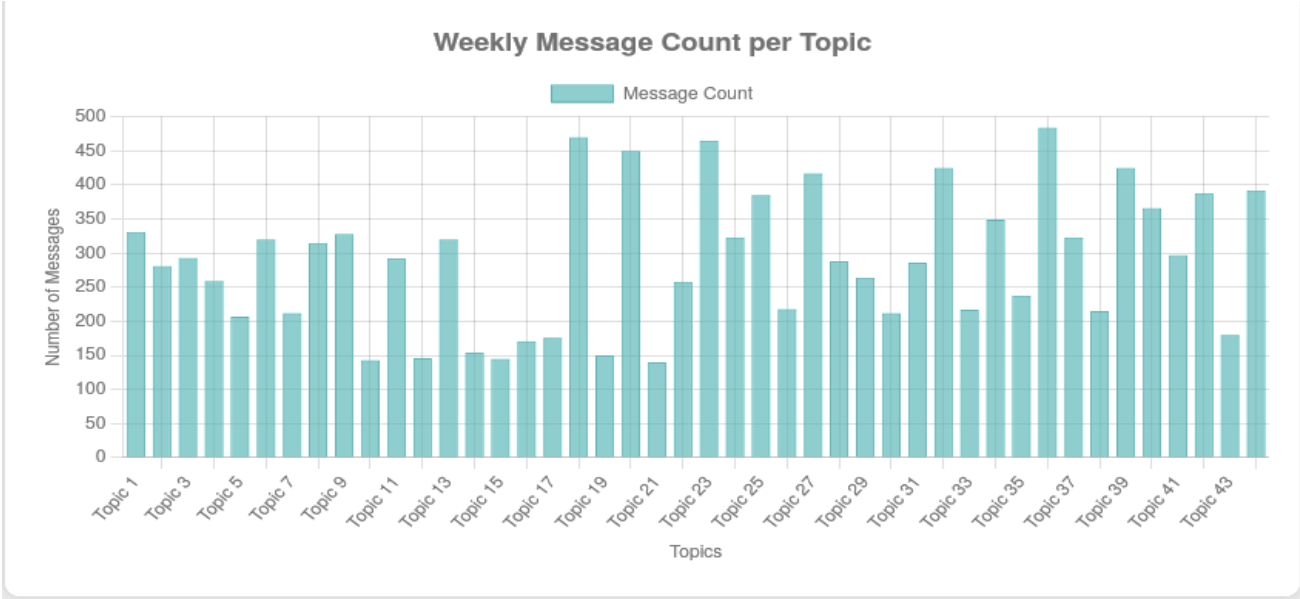
*Overworking and Perfectionism:* Some creators try to make up for this lack by overworking and perfecting what they put out into the world. But it can lead to burnout and a dampening of overall creativity because such high standards suppress innovative thinking.

*Difficulty Receiving Constructive Criticism:* Imposter syndrome individuals may take constructive criticism poorly because they view such feedback as further proof of their inadequacy rather than as an experience from where a lesson can be learned and utilized in personal growth. This can stunt their growth and evolution when it comes to content creation. Even chronic critiquing of oneself or negative self-talk often diminishes motivation and creativity. The more a creator dwells on their perceived flaws, rather than their strengths and accomplishments, the more challenging it is to create fresh and exciting ideas.

### Overcoming Imposter Syndrome

Channel owners need to build confidence through the support of their communities and by celebrating small achievements. By soliciting feedback and focusing on the positive effect their material has, then one will be better able to overcome insecurity. We Can see that with communities from two specific channels, Dagmawi Babi chat and Yohannes dumps chat.

Dagmawi Babi chat consist of 415+ members where the members engage in different activities and giving feedback on the trajectory of the channel. The group consists of a ton of topics from general chat to spirituality, fitness, books and many more totaling 43 sub-topics. Which is incredibly high.



The community being active and engaging affects the channels' growth in terms of personal brand and helping the channel owner by relieving most of the burden from their shoulders. Another example is Yohannes Dumps chat with 88+ members, no community topics the group is one of the most active groups in from this study with around 31 messages in a day.

## *Understanding The Spotlight Effect*

### *Definition and Impact*

#### **Definition**

**Spotlight Effect<sup>22</sup>:** The psychological phenomenon where individuals overestimate the extent to which others observe and pay attention to their actions, appearance, or behavior. This heightened self-consciousness can lead to an exaggerated fear of judgment or criticism, causing content creators or channel owners to become overly cautious or hesitant. As a result, they might avoid experimenting with new ideas or content, potentially stifling creativity and innovation.

#### **Impact**

This became a psychological phenomenon in which the owners of channels became disproportionately conscious of their content and how it reflected on their public image. A fear of every small mistake or suboptimal post being picked apart by an audience may stifle their creativity and experimentation with new ideas. In such a case, they will shy away from posting frequently or experimenting with new formats for fear of bad feedback or perceived failure.

This heightened sense of self-awareness regarding their performance may further add to inconsistency in content delivery: the pressure to perform well, as set upon themselves, leads them to procrastinate or avoid it altogether. This stagnates the growth and engagement on the channel over time, as new exciting content becomes increasingly rare.

Moreover, the spotlight effect may make channel owners retreat from interacting with their audience, alienating themselves even more and losing feedback and community building. Surpassing the spotlight effect involves being able to see how perceived scrutiny intensity is most of the time inflated, focusing on creating content that genuinely feels worth posting rather than fear of judgment.

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<sup>22</sup> Self-Awareness and Self-Consciousness: A Review from a Social Psychology Perspective : DOI:10.18863/pgy.1029405  
The Spotlight Effect in Social Judgment: An Egocentric Bias in Estimates of the Salience of One's Own Actions and Appearance : DOI:10.1037/0022-3514.78.2.211

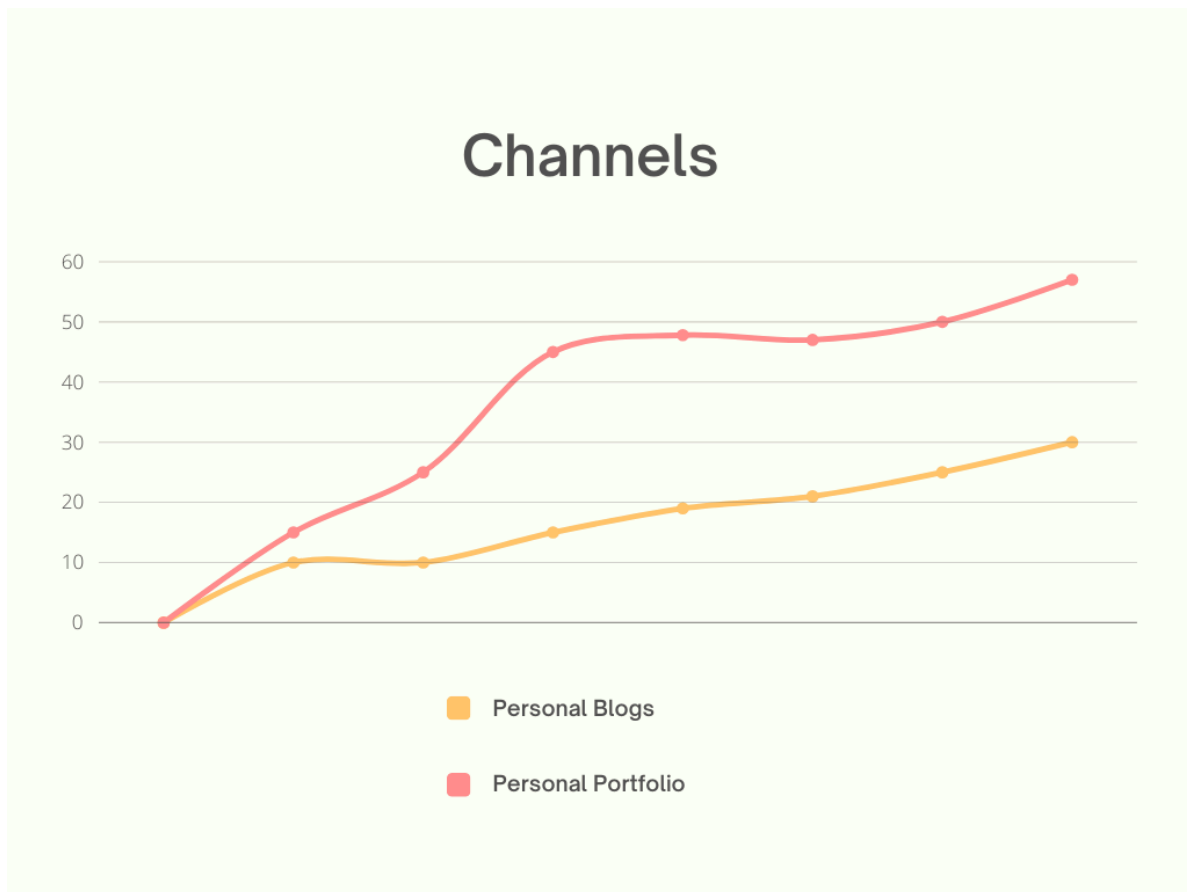
## Overcoming Spotlight Effect

**Nobody cares.**

No really.

Realistic self-assessment. An open conversation with subscribers would enable the author to concentrate on value rather than the judgement they think or imagine. It is indeed crucial to notice spikes in trends and comments from the community that will better the trajectory of the channel but taking it in too deep until it turns into some psychological phenomenon until you're sitting there in the corner wanting to delete your channel is a no-go.

## Final Thoughts and Findings



The Conclusion here amazed myself too now note that the graph you see is done by studying the posting time distribution graph and the engagement rate of the channels. Posting time distribution and engagement rate of each channel is included in the magazine for that channel. The X-axis of the graph represent Impact Percentage of Psychological Factors. While Y-axis represent the inclination to the psychological afflictions.

*The channels that are highly affected by Psychological factors are the ones under Personal Portfolios. The thing is, most creatives consider their portfolio to be a reflection of themselves and their skills. And that sparks off a snowball of psychological factors, including imposter syndrome, with your inner voice that keeps telling you it's all a lie, and you're faking everything, including your portfolio. Such a situation fosters an individual with low self-confidence who could probably hesitate in sharing or updating their portfolio.*

*Creators want perfection in portfolios because of psychological influences such as the fear of criticism or failure. This perfection might make one overrevise and procrastinate on when to present his works, reducing in general the effectiveness of the portfolio. Great pressure to be always at their best can result in performance anxiety.*

*They are concerned about high expectations and competition, which means affecting their creativity and productivity. Comparing the portfolio with that of other people can enhance self-doubt, hence decreasing the motivational levels. Usually, such behavior takes roots in psychological conditions such as low self-esteem, which eventually converts into loss of confidence in their own work.*

*Personal Blog channels experience the psychological effects as well but not as much as the portfolio channels which rises up to 54%, the psychological effects faced by personal blog channels are of those with ideology and expression of self. When a channel grows in users, it is common that people with different views in life join, hence leading to comments and reactions which will affect the channel owner's psychological state.*

*Personal Blog channels are affected by around 30-37% of the psychological factors, and that often happens when the subscriber count rises. One common theme among this personal blog channels used as a mechanism to stabilize their mood is banning users that do not go along with their ideals. Something we can learn from that. These channels do not ban users on the fact that they have freewill but will set up a personal “non-tolerated list” which I think can be helpful for anyone starting a personal blog channel*

**In conclusion,** my advice for anyone creating a portfolio channel or logging your journey is having a set goal. That in hand will help you develop your own content style and develop your own niche. The most important thing is not always displaying your work, but figuring out new stuff, learning and teaching others as well. The first question given to the channel owners in the Questionnaire covers their Motivation and Origin (What inspired you to create your Telegram channel?). With a restriction of their answers not be more than two sentences, All the channels answered the question without hesitation within the given limitations, showing that they had clear goals and motivation for starting their channels. So if you're about to start a channel, have a brand. Pick a goal, keep metrics out because numbers tend to mess with people's goals, stick to your own routine. Adapt and grow only when it is necessary, not for the benefit of others. This is what my findings tell me so far.

# Philosophical Factors contributing to the failure of telegram channels

## Understanding Žižek and Ideology

### *Ideological Conformity*

According to Žižek<sup>13</sup>, the theory of ideology indicates that creators can consequently become complacent in conformity, worst of which causes harm to their professional voices. Creators whose channels do not offer conceptual space unlike those of other creators are not successful in acquiring and maintaining their subscribers. Then, creators try to appeal too much to popular trends or established norms; they may appeal to the mass market more broadly at first but often at the cost of authenticity and with less long-term engagement. It leads to ideological uniformity, where the content all becomes homogenous-no individuality of one creator can be distinguished anymore from the appeal toward mass marketability. It will eventually deteriorate the brand identity of the creator over time, where he is lost within market saturation.

Moreover, such conformation may alienate an already existing core audience that initially connected with the creator's original vision and authenticity. Many times, subscribers are looking for channels that offer new insights, question conventional thinking, or bring a different perspective. The moment creators start to betray these aspects, they lose the trust and loyalty of their followers. This creates a paradox whereby, in trying to please everybody, the creator ends up resonating with **nobody**, leading either to stagnation or a decline in subscriber growth.

This, however, must be balanced out by the creators' courage of their conviction, to stand outside the circle of comfort, and to take risks in the content. In fact, by being consistent with one's voice without giving into ideological pressure is how they can sustain not only a more organic bond with his audience but the integrity of his professional voice.

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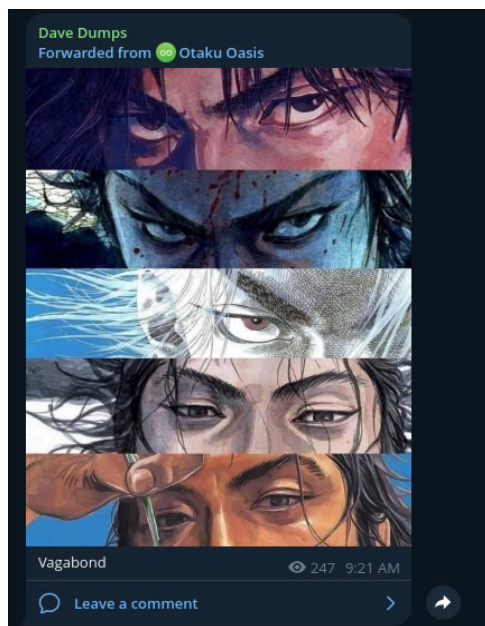
<sup>3</sup> The Sublime Object of Ideology by Slavoj Žižek (ISBN: 9781786632987)

## *Finding a Unique Voice*

To find a unique voice within Žižek's structure of ideological conformity means one has to make a conscious effort to resist the pervasive pressures of societal norms and established ideologies that dictate what content should look like. According to Žižek, ideology often functions unobtrusively and makes people feel that they are choosing their paths freely, while they themselves are actually following invisible structures. Great examples of some channels that do this are “Such is life” with a bold stating bio of “Wherever life leads, this channel follows.” and The Unsorted, ilo Sona(Nates::Broadcast), The Masquerading Intellect<sup>44</sup> as well as Haha?, These channels are listed here to demonstrate what finding your one unique voice is like, but by no means does this mean that the remaining channels do not have a unique voice, but these fit the exemplar properly.

## *Case Study*

*Let's take a look at a channel that no longer exist, “Otaku Oasis” this channel's foundation was on the basis of anime and manga, Biographies of the artists, inspirations and fascinating art.*



*This is the only post which I could find of the channel.*

*The main reason for the channel's failure is not being able to differentiate its voice from all the other anime channels that exist and depending on metrics, which initially turned the channel into one “just another anime channel” instead of cultivating its own voice it has fallen into the trap and no longer exists with us. The same applied for other channels like “logos the coder down from the street, I*

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<sup>4</sup> [Channel link](#)

*make r7x, Lucid codes” and many more can be mentioned.*

## Understanding Peterson and Responsibility

### *The Role of Responsibility*

Jordan Peterson<sup>55</sup> discusses responsibility and meaning as principal factors in his works on the lived life, which naturally extend into the art of content creation.

He saw any channels or projects that did not have much purpose or some sort of guiding principle as being doomed to fail. Where there is no meaningful direction, neither will personal motivation exist; inconsistency of output will follow, often with the channel's failure. Peterson says that besides fuelling creativity, having a sense of purpose provides the resilience necessary for setbacks and adversities.

The creators, responsibility can manifest in many ways: responsibility to give value to their audience, to be true to their vision, and to continuously improve the craft. Embracing such responsibilities, it allows creators to create content that really speaks deeply to an audience and often guarantees long-term success. Inversely, a channel devoid of purpose may drift along aimlessly, bereft of the motivation and discipline the creator will need for its continuance over time.

Peterson's ideas make the creator try to search for the important thing, take the responsibility, and carry it off into creating. This approach develops not only the quality of what is being worked on but gives far more satisfaction and fulfillment to the creator himself.

### *Building a Purpose-Driven Channel*

Jordan Peterson's advice on building a purpose-driven channel would likely emphasize the importance of aligning your content with a meaningful and responsible vision. Hence, a purpose driven channel will emphasize on having this core values define your purpose, take responsibility for your content, Embrace discipline and consistency, Pursue What is Meaningful, Not What is Expedient, and then you can finally build something of Value.

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<sup>5</sup> 12 Rules for Life: An Antidote to Chaos by Jordan B. Peterson (ISBN: 9780345816023)



# Conclusion

## Summary of Key Insights

Failure reasons in a telegram channel can be attributed primarily to psychological, philosophical. The moment these are understood and overcome, the chances get miraculously enhanced. I remember my applied math teacher telling me “Understanding the problem is **the first step of any problem-solving**” Not that you did not know this but when slapped with statistics makes it better.

## Final Thoughts

As a channel owner myself, I know how hard it can be to maintain a channel once it skyrockets and becomes an icon in a society, no matter how small or no matter how large of a populous your contents affect knowing, that they have effect is a huge responsibility and carrying that burden is going to be challenging but let's not forget. Everyone starts a channel to share and work on content they want, *Hope from “Debugging Ephoul” notes, “to share comics and being able to look into situations and make it fun”* So the idea should be you're having fun while sharing content you think is informative and helpful, *Nate from “ilo Sona” says, “there is too much interesting stuff in the world. i'd be selfish to keep the ones i run into to myself.”*

Over all, in conclusion, embrace authenticity, resilience, and adaptation. Then you can ensure a future of constant growth and success by staying genuine in the engagement and continually improving. Don't let the thought creep from outside because after all you own the channel, and you can identify what is wrong and what is right, but always be open for constructive criticism. All the channels that participated in the QA have experienced this, as you might have seen from their replies on the website, and it's a common thing. So when you start your channel, be sure not to get emotional and nuke it. Only one thing matters, that is your **“Happiness”**

## *Note to self*

*I hope that I have not offended anyone in any sort of way in this paper, this is all but my findings and things I thought would be beneficial to share. Also, a Huge thanks to everyone who collaborated with me while working on this the tools I used form the analytics are [Telemetr](#) (a fantastic telegram analytics tool), [telegramtopdf](#)(an amazing tool created by dagmawi babi). A really Huge thanks all the channel owners who showed interest in this project and were more than willing to participate, this would not have been possible without them, also a really huge thanks to ገገገ's Journey for helping me out on building the site and doing his magic because it would have taken ages if I were working on the UI.*

*This is my attempt at creating an underground research, something to spice it all up, also almost forgot shout out to Dagmawi, thank you for those conversations I really needed that.*

*We made it, also a huge thanks to apollolykaios that man sent a whole literature review up for the first draft and if it wasn't for that this wouldn't have been influential (I hope it is) He leveled up the game.*

*Most of the stuff in paper have been revised over and over again and a bunch of stuff was cut out, thinking about this half the time killed all my Brain juice but since this will be up on GitHub by the time you are reading this of course under the GNU license be sure to edit this thing correct some fallacies in the logic and all.*

*And thank you all for reading this. And Hopefully you find it helpful.*

*Davedumps.*