

The Effect of Iran's Internet Filtering on Active Digital Marketing Businesses

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Abstract : There is no doubt that the Internet has connected the entire world. As a result of this flexible environment, virtual businesses have grown in importance and become one of the most important types of businesses. Although many governments use the internet and have free access to it, some are not happy with the free space and wide accessibility. As a result of recent events and civil protests in Iran, the country's government leaders have decided to once again cut off and filter its free and global Internet. Several issues were impacted by this decision; this includes the lives of businesses that were formed in virtual spaces platform. In this study, we explored the definitive impact of the Internet in Iran in September 1401, using semi-structured interviews with 20 digital marketing activists. This group was discussed in detail in terms of their financial and psychological damages. As a result of these conditions, this group has experienced a crisis of livelihood.

Keywords : internet, Iran, filtering, digital marketing.

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