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ABSTRACT

This study aims to examine the reality of virtual communities and institutional excellence in the Kingdom of Saudi Arabia, using the University of Hail as a case study. It aims also to investigate the extent to which mechanisms for virtual communities and institutional excellence are available at Hail University. the achievement of the goals of electronic institutional excellence, and the major obstacles that stand in the way of achieving the goals and electronic institutional excellence. This study employs a random sample and a descriptive analysis. Social survey method is descriptive and analytical studies. 245 students who got help were studied. To gain data, a sample was given a questionnaire. The study's spatial and human limitations were Hail University teachers and students. Finalizing the research will take 12 months. After analyzing the study's underlying assumptions, the first and third hypotheses were approved as the college's electronic information networks, academic communication, and information sources. Due to limited electronic collaboration, the second theory was partially accepted. Due to lack of experience, the report proposed building rehabilitation and training programs for "virtual communities." One researcher' biggest issues was not knowing how to use virtual communities to attain greatness. Main results The most important results were a high institutional level under the coronavirus pandemic (3.82), followed by an average of 3.81 for academic processes. The results highlight the prospects for effective application of the COVID-19 crisis responses by offering a secure electronic educational environment with expanded virtual capabilities. This highlights the University's role in handling the crisis, establishing institutional excellence, and addressing education.

keywords: Virtual Communities, Electronic Institutional Excellence, University of Hail, SWOT Analysis

INTRODUCTION

Limited electronic collaboration partially embraced the second theory. Because of inexperience, the report advocated "virtual community" constructing rehabilitation and training programs. Researchers struggled to use virtual communities to achieve greatness. Summary Institutional level under the coronavirus pandemic (3.82) was the most important consequence, followed by academic processes (3.81). The results show the potential for effective COVID-19 crisis responses by providing a secure electronic learning environment with improved virtual capabilities. This stresses the university's involvement in the crisis, institutional excellence, and education.

These data show users' and humanitarian and sociological academics' interest in "virtual communities." Because of the changes in all aspects of daily life and the transition from the real environment to its informational or virtual counterpart, a series of phenomena have emerged that deserve to be studied and investigated because each phenomenon has clear implications for people's psychological and social lives, relationships, and practices.

Thus, "virtual communities" formed as a natural result of all virtual contacts (discussions, correspondence, and communication). Virtual communities arose naturally from scientific, technological, and economic growth that was linked to society's ideals and cultures. Under these conditions, the social act has become speculative.

Social networking sites have greatly changed not only the history of information but also the lives of individuals on a personal, social, and political level. They have created a "virtual world" that allows individuals, groups, and organizations of all kinds to express their opinions and viewpoints on issues and topics that concern them with unprecedented freedom. (Galal, 2009, pp. 478-479).

With the emergence of coronavirus disease (COVID-19) and its overwhelming impact on the world in all sectors and at all levels, there has been a complete transformation process for the efforts and operations of institutions, especially educational institutions. There are events that reshape societies, starting with the language we use and reaching the level of security and surveillance that we are accustomed to.

The "Politico" website published a survey that it had conducted with several experts around the world about the impact of the coronavirus on different areas of our lives. According to the survey, Corona falls into the category of technologies that are reshaping societies, and it could even have a greater impact. This global virus that keeps us at home is indeed changing our relationship with political power, the outside world, and our relations with each other. In fact, many of the changes that these experts expect to see in the coming months or years may seem unfamiliar or worrying. (Al Shorouk Newspaper, 2020).

Despite the difference that is found in topics, names, and the quality of the programs that have been offered and are still being offered, there is a great disparity in the level in terms of innovation, creation and excellence. As a matter of fact, the crisis had a great impact on higher education institutions in the Kingdom of Saudi Arabia as they turned into first-class electronic virtual institutions. I believe that the diversity of scientific and technological capabilities between universities and work through "virtual communities" will have a significant impact in achieving varying levels of excellence, integration and institutional diversity, and that is through the presence of sound crisis management planning with quality and distinct training to achieve the electronic institutional excellence.

The researchers used a questionnaire to monitor the impact of "virtual communities" and achieve the electronic institutional excellence of Saudi universities in the Hail Region before and after the crisis.

The research is a type of descriptive-analytical study based on a social survey of a sample, and the social survey method works well with both descriptive and analytical studies. The study applies to a sample of university professors and a sample of university students who benefit from the services. The research areas were identified in the spatial area of the University of Hail and Al-Bashri, a sample of faculty members, and male and female students in the university, and the time frame was 12 months to complete it in its final form.

The present study is a descriptive-analytical study based on the social survey method. In this method, the sample is collected randomly. Descriptive and analytical studies are compatible with the social survey method. A group of 245 students using the services was used as the sample for the analysis. Hail University was selected as the area (spatial limitation) for the study, and the sample consists of male and female faculty members and students of the university. The study must be completed within 12 months in its final form.

Research Problem

The revolution in technology and communication that accompanied globalization led to the collapse of barriers between countries and different institutions, which was reflected in the role of these organizations, as it led them to develop and improve their methods and tools to fulfil their mission towards the victims of society. (Kandil, 2008).

Also, the spread of electronic culture, tools for learning from a distance, media, satellite channels, and Internet cafes has made it easier to use digital technology, so people no longer need a degree in computer science to use it. As a result, citizens in both developed and developing countries are highly inclined toward electronic innovation

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This situation has turned into "electronic social networking," which is a good way for people, groups, and organizations with similar interests to talk to each other on the Internet and share knowledge and information through audio, images, video, or written text. It provides a set of services to subscribers, such as instant messaging and exchanging private messages and e-mails. It is also a place to spread specific ideas, whether they

are social, political, intellectual, or religious. Not only that, but it is also a place to publish literary and scientific works and microblogs.. (Tayeb, 2012).

As stated in the previous point, one study talks about the development of a virtual community around a practical framework by a group of innovative practitioners. The aim of the study was to evaluate the means of communication for their use through the network, to expand knowledge, and to create a platform for information exchange and communication through the Internet. The study concluded that a virtual community is a system that provides a place for people to create new knowledge, not just record what they already know. (Henriques, 2008).

Another study tried to figure out what a virtual community is, what makes it unique, and what its main parts are. It also looked at how virtual communities affect the real world and the Internet. One of the main findings of the study is that the virtual community is considered a "working unit" that can be used positively to contribute to its improvement and development. (Hegazy, 2009)

In 2013, a study looked at the Public Social Security Institution in Jordan to see how well its performance evaluation system worked and what effect it had on the organization's excellence. The study looked in detail at how setting up workshops, information systems, and brochures for employees to learn about the steps of institutional evaluation led to high institutional evaluation.. (Theeb, 2013)

According to some research, live chats, audio and video conferencing, virtual hubs, and modern In the late 20th century, "virtual colleges" were made possible by communication networks, the Internet, and other kinds of technology. In 1999, NYU started virtual universities. The event inspired many universities. Virtual or electronic universities evolved due to communications technology, increased higher education demands, traditional universities' inability to meet them, and students' altering wants. These colleges used communication and information technologies to educate numerous students cheaply and well. Some wealthy nations may have done this for this reason. (Al-Dahshan, 2019).

The study by (Al-Baisi & Yassin, 2013) "The function of social networks in the formation of public opinion among Jordanian university students" sought to identify public opinion-forming factors. One key discovery was that "social networks" shaped public opinion. After the Corona crisis and its aftermath, educational design, its ideas, and concepts have altered, recommending that faculty members should have opportunities to practice and apply these concepts and activate e-learning and e-management theories and concepts.

Postmodern values have contributed to the rise of virtual communities while real communities have declined. Rheingold claims (Rahuma, 2010, p. 64).

On the other hand, virtual communities have grown along with the rise of the "intangible economy." Since the Internet is becoming more important in the social and economic systems of human society, its use has become more important. It has become a cornerstone, and with it, our ability to get information and interact has grown. It is also apparent that the relationships are not stable, and it is difficult to predict the effects of their use in the long term. (Haddad, 2002, p. 210).

The experience of e-learning during the crisis broke the psychological barrier of faculty members and students and now it is time to give them a greater impetus and direct them towards developing self-education tools, in addition to the importance of developing content and its outputs in a way that suits students. This was confirmed by E-learning during the crisis has shattered the psychological barrier between teachers and students, so now is the moment to offer them a stronger impetus and direct them toward the development of self-education tools, as well as fair content and outcomes. affirmed. (Peyravi, 2020) In his study on general education and COVID-19 awareness online.

The author recommended remote instruction for Iranians on how to prevent the virus and its symptoms and take precautions. E-education and e-training helped citizens learn about the infection and meet their needs at 86% and 79%, respectively. Sixty-nine percent said the activities reduced stress and illness symptoms. Online training vs. traditional ways

In the same context, it has become imperative for universities to modify the educational process to make it centered on e-learning, which requires enriching the question banks and electronic content as well as activating the role of faculty members to ensure the success. This was indicated to by the study of (Furaih, 2020) which aimed to identify the reality of the use of "virtual classrooms" for the programs of "distance learning" in the schools of the Directorate of Education of the Northern Mazar Brigade after schools of the Directorate of Education of the Northern Mazar Brigade after the new Corona pandemic "COVID-19 -19". In this study, the descriptive analytical method was used. The population of the study is represented by a random sample of 120 male and female teachers, that is, 10% of the teachers of the directorate constitute the population of the study. The author concluded it is important to encourage teachers to develop virtual classroom technology and train them well to avoid obstacles applied. Schools of Brigade North Mazar's Education Directorate following "Covid-19" This study employed descriptive analytics. The study's population consists of 120 male and female instructors, or 10% of the directorate's teachers. The author suggested that teachers should build virtual classroom technologies and be well-trained to overcome hurdles.

The contemporary experience of distance education will lead to changes in many practices beyond education, including remote practices, institutions, and administrative labor. It implies that what we're experiencing today will be normal in the future. Higher education institutions have switched administrative operations and practices to a virtual, computerized environment. The study (Ng & Or, 2020) on virtual education due to the coronavirus validated this (Covid-19). The study emphasized e-learning and virtual training to close the learning gap through theoretical reinforcement. The report advised a "hypothetical schooling method" and proactive actions to remove impediments.

Distance education will modify remote practices, institutions, and administrative labor. It indicates that our current situation will become typical. Higher education institutions have computerized administrative processes and practices. In the 2020 study on virtual, This was confirmed by schooling due to the coronavirus (Covid-19). The study recommended e-learning and virtual training to close the learning gap. The report recommended a "hypothetical schooling system" and proactive measures to remove barriers. (يرجى التأكد من وجود مرجع حيث أنها كانت مظلة باللون الأصفر)

Research Significance

The research significance lies in the following:

1. The Saudi-led G20 virtual summit stressed unifying efforts to battle coronavirus. King Salman's (may Allah protect him) speech on preventing future epidemics is the best evidence of our wise leadership and the need of knowledge generation and investment to achieve institutional excellence.
2. In distant learning or virtual administration, "virtual communities" are becoming increasingly widespread and are being implemented in institutions. Has the transformation fulfilled the institutions' goals?
3. The digital educational resources revolution places new demands on higher education systems and institutions, including the design of innovative curricula, alternative study programs, and educational pathways and methods. Internet, distance learning, and competency-based short courses can facilitate these changes. Different evaluation standards are coming.
4. The organization has developed a set of programs that help with distance learning, including the "Black Board" application, which is an application that relies on designing the courses, assignments, and tests electronically and communicating with students through a virtual environment and applications which can be downloaded via smartphones. So, the question of which arises here is: Did the educational institution get excellence through these tools?

Research Objectives

The major goal of this research is to understand virtual communities in Saudi Arabia and attain institutional excellence using Hail University as a model.

The sub-objectives are as following

- 1) Find out how well the tools are set up to take advantage of virtual communities and reach institutional excellence.
- 2) To determine if these techniques are being used and if "electronic institutional excellence" goals are being met.
- 3) Identify key barriers to achieving goals and electronic institutional excellence.

Research Hypotheses

First Hypothesis

There are likely to be differences in how many ways there are to take advantage of virtual communities and achieve institutional excellence.

Second Hypothesis

The use of these mechanisms is expected to increase with respect to achieving electronic institutional excellence.

Third Hypothesis

there are some obstacles that stand in the way of achieving the goals and electronic institutional excellence is expected.

Research Concepts

1. The concept of "virtual communities" means a collection of people connected by common interests, not by geography, ethnicity, tribe, politics, or religion. They use modern communication tools and social media. They set the rules for group membership, entry and exit, manners, and ethics. The virtual society is also called a "social technological system" (Rheingold, 2014)

The definition comprises these elements

- Popularity and simplicity of use of the site affect the number of group members. The identities of this group's members are unknown unless they're real.
- Literature, science, art, industry, hobbies, etc. Non-members may find the interests "trivial," "not serious," or "unacceptable."
- a continuous, fast-paced contact. Email is not a virtual community without chat and IM. Depending on the group or virtual community, interactions include information, support, advice, and feelings.
- A forum, chat room, social networking site, e-mail, blog, etc.
- Password, username, data, and participation, engagement, etc.
- Some of these conditions distinguish traditional human groups and communities, like interaction and rules that regulate life and human relations, but the most important and unique feature of virtual communities is the collapse of geographical, racial, and tribal borders, from which groups, communities, and societies have been formed for thousands of years.
- It's also "an interactive teaching and learning environment that allows live teacher-student interaction through the Internet and works synchronously and asynchronously like traditional classrooms." They're separated by space but work together to build cognitive ability. " (Furaih, 2020).

2. Institutional Excellence

Excellence is the "practice inherent in managing the organization and achieving results" based on nine core concepts: results orientation, customer orientation, leadership, goal stability, management through processes and facts, developing the inclusion of individuals, continuous learning, innovation, improvement, and social responsibility. The approach to performance excellence focuses on leadership, customers, personnel, and performance. (Jameel & Safeer, 2011).

Excellence includes results orientation, client focus, leadership and coherence of objectives, operational and evidence management, increased engagement, continuous learning, innovation and improvement, Partnerships and Corporate Responsibility. (Thani, 2009).

The Dubai Government Excellence Program has spurred government departments and institutions in Dubai for digital transformation for years, adding to their agility in dealing with the "Corona" problem and ensuring remote work doesn't impair government service providers. The flexibility in important sectors, such as education, which introduced "distance learning" within two weeks of declaring a worldwide emergency, illustrates the country's ability to absorb and deal with crises fast. Mohammed bin Rashid School of Government had ready-to-use programs and effective remote education. (Emarat Al Youm Newspaper, 5/2020). Electronic institutional excellence is distinguished by electronic practices to achieve the desired goals.

3. Corona Pandemic

COVID-19 is an infectious disease caused by the newly discovered Coronavirus, and there was no knowledge of the existence of this virus and this new disease before its outbreak in the Chinese city of Wuhan (International, 2020).

It is also defined as "a type of virus that affects the respiratory system, and its cause is yet to be known. It appeared in China in late 2019 and in February 2020. It was called 'the Corona virus,' but was officially named 'COVID-19, by the World Health Organization". (Al-Raqmi, 2020, p.10)

The Corona issue led to a new style of crisis management, and since the future is full of unanticipated crises, this changes the laws of crisis management and the relevance of adopting leadership techniques. It requires present officials to allow those working with them to take part in the leadership and management of the Corona crisis, transmit experience and expertise to them, and strengthen their leadership capacities to build a generation of officials with extensive crisis management experience. The next stage should be to provide the state's humanitarian stock with leadership-skilled human resources so they can deal sensibly and balancedly with any impending problem.

So, whoever works against the above-mentioned is depriving the state of the opportunity to invest positively in the challenges of this crisis and wastes the qualified young leaders by snatching from them the possibility of training and learning from its axes. (Mohsen, 2020).

Theoretical Guidelines for Research

- 1) **This four-fold analysis examines strengths, weaknesses, opportunities, and threats**
Organization members perform this analysis. It fits the organization's community service model and influences decision-making for its members and beneficiaries to raise professional standards.
- 2) This quadruple analysis of the organization, or "S.W.O.T Analysis," helps in the application of programmes and in choosing the strategy and alternatives for implementation based on each organization's resources and ability to face risks and threats and take advantage of opportunities to

address its weaknesses. Also, SWOT aspects help analyze the internal and external environments of the company, which is vital for strategic planning to achieve stated or to be set goals. In the analysis, these aspects, which include internal and external factors, are considered as follows:

The internal environment factors of the organization which are represented in strengths (S) or weaknesses (W).

The organization's external environment is shown as either opportunities (O) or threats (T). We can define the above quadruple analysis factors in greater detail below:

a) **Strengths**

The company can do better than others, and its internal strengths assist exploit opportunities and combat threats.

b) **Weakness**

They are considered the opposite of strengths, that is, conditions or internal deficiencies that already exist and hinder the organization's ability to take advantage of opportunities

c) **Opportunities**

Environment changes help the organization work, grow, or meet target group needs. It also includes external conditions or trends that negatively affect the organization, causing it to lose its position without well-planned and examined procedures.

D) **Threats**

Things, events, or circumstances that hinder the organization's growth and change opportunities.

Model Europa 2020

Since its founding in 1989, the European Foundation for Quality Management (EFQM,2020) has helped businesses in all industries build and grow systems of institutional excellence using its worldwide model, "EFQM Model." EFQM 2020 adds "excellence" and "transformation capacity" to its list of milestones and successes. This updated version has seven standards in three areas.

First Area: Direction

- Mission, Vision, and Strategy (100 points)
- Leadership, Organization, and Corporate Culture (100 points)

The Second Area: Implementation

- 1) Stakeholder Engagement (100 points)
- 2) Achieving Sustainability with the Highest Value (200 points)
- 3) Performance Management and Transformation Leadership (100 points)

The Third Area: Results

- 1) Stakeholder Impressions (200 points)
- 2) Strategic and Operational Performance (200 points)

In this latest edition of the European Excellence Model, considerable attention is paid to customer focus, continuous communication with key stakeholders, and understanding the causal relationship between what an organization does, why it does it, and how it does it, and the benefits it derives from its activities. (EFQM,2020)

The most important changes that occurred in this new edition are as follows

Focus on the point that organizations need to understand the big challenges they face currently or may face in the future, as well as the main capabilities and resources they need to meet these challenges.

- The importance of designing and implementing an integrated and effective system for performance management and good governance.
- Focusing on the role of leadership in making the change possible, designing its conditions, promoting it and leading it successfully.
- Focus on continuous communication with key stakeholders, understanding their needs, and doing rapid interaction with them.
- Enabling creativity and innovation within the organization and focusing on the principle of pairing between performance management and leadership of modernization, innovation, and radical transformation, instead of gradual improvement of performance.
- Getting the company ready for the future by thinking about it, making it, and getting ready for it
- Focus on the holistic and effective use of technology, with awareness of the powerful influence of data, information, and knowledge.
- The digital use of the model, as it provides an electronic platform for evaluation, communication, sharing, and exchanging best global practices among all concerned parties, will allow for more effectiveness and efficiency in using the model.
- The emergence of new forms of flexible and remote work, especially with the new young generations, the difficulty of continuing the traditional forms based on controlling and monitoring, and the need to reinvent management science and develop new forms of management and leadership.

- The shift from an ownership economy to a sharing and cooperative economy, and trust-based business models.
- Helping organizations to combine "excellence" with "transformability" is exactly the challenge that this new version of the European Model of Institutional Excellence (EFQM 2020) is trying to respond to.

METHODOLOGY

This descriptive research used Hail University as a model to find virtual communities and attain institutional excellence in Saudi Arabia. The study used a random sample and social survey to determine how virtual communities and institutional excellence are related in Saudi Arabia. The model was Hail University because it fit the research topic and goals. Researchers used two fundamental instruments, one of which is used by university students.

The Scale of Virtual Communities and Achieving Institutional Excellence in the Kingdom of Saudi Arabia

The University of Hail as a Model

While designing the scale, the researchers reviewed previous studies, research, and theoretical writings on the requirements of virtual communities and the achievement of institutional excellence during the Corona pandemic, including Majida El-Sayed Ibrahim, et. al. (2017), Marwa Muhammad Fawad (2016), Marwa Muhammad Shehta (2012), and Mamdooh Muhammad Desouki (2017). (2007). The scale was designed in two parts, which are as follows :

First Part

It includes the Al-Wajh newspaper for students at the University of Hail.

Second Part

The scale consists of 23 paragraphs divided into three main dimensions, which are:

- Virtual communities during the Corona pandemic.
- Institutional excellence during the Corona pandemic
- Academic operations at the university during the Corona pandemic

The researchers used theories and previous scientific studies to come up with the names of these dimensions.

In designing the scale, the researchers had taken the following into consideration

1. To determine the type of data that must be obtained.
2. To put the items (phrases) that are closely related to the research objective.
3. Ease of items (phrases), clarity of their content, and confirmation when testing the scale.
4. The compatibility of the items (phrases) with the type of virtual communities of the students.

Method of Correction

"Strongly agree" got 4 degrees, "agree" got 3, "somewhat agree" got 2, and "disagree" got 1. Positive and negative comments received 23 to 92 degrees. Higher degrees led to more virtual communities during the Corona pandemic, and vice versa. Positive and negative scale expressions are shown in each dimension.

Table 1: Distribution of Virtual Community Scale Items and Achieving Institutional Excellence in Higher Education Institutions During the Corona Pandemic (Research Sample):

Dimensions of the Scale	Items	Negative Items
First Dimension: Virtual Communities During the Corona Pandemic	1 – 6	2 and 5 (two items)
Second Dimension: Electronic Institutional Excellence During the Corona Pandemic	7 – 14	8 and 12 (two items)
Third Dimension: Academic Operations in the University During the Corona Pandemic	15 – 23	17 and 21 (two items)

Standardizing the Scale of Virtual Communities and Achieving Institutional Excellence

The researchers calculated the validity and reliability in several ways, as follows

Validity of Scale

The researchers relied on a set of procedures to verify the tool's validity, which included arbitrator validity and internal consistency validity.

1. Validity by Arbitrators (Face Validity)

It includes the ratios of the arbitrators' agreement on the items of the scale. The scale of the virtual community and the achievement of institutional excellence were presented to a number of experts (in the area of work

related to the virtual community and relevant academic disciplines). The general dimensions of the scale were modified, necessary changes were made to some items, and some others whose percentage of agreement was less than 80% were deleted. The percentage of agreement was calculated according to the (Guttman) equation.

1. Validity of Internal Consistency

In order to calculate the correlation coefficients between each item and the overall degree of the dimension or theme, the researchers calculated the internal consistency of the items on the scale on a sample size of 15 based on the research sample. We will deal with each dimension separately, as shown in Table 2:

Table 2: Correlation coefficients between the degree of each of the dimensions included in the scale and the overall degree of the scale

Dimensions of Virtual Communities: Scale and Achieving Institutional Excellence	Value of Correlation Coefficients
First topic: Virtual communities during the Corona pandemic.	**0.834
Second topic: Electronic institutional excellence during the Corona pandemic.	**0.792
Third topic: Academic operations at the university during the Corona pandemic.	**0.813

The above table shows that all correlation coefficients are statistically significant at the 0.01 significance level, indicating the validity of the scale for the intended use for which it was designed.

Stability of Scale:

The researchers employed the test-retest procedure, in which alpha-alpha Cronbach's was applied to a sample to evaluate psychometric qualities and then reapply to the same sample 15 days later. The researchers calculated the scale's stability using Cronbach's alpha. Scale stability was obvious.

Table 3: Coefficients of results of stability using (Cronbach's alpha) to measure the virtual communities and achieve institutional excellence (research sample)

Stability of Virtual Communities: Scale and Achieving Institutional Excellence at the University of Hawaii	Coefficients of (Cronbach's alpha)
	0.81

The accompanying table illustrates that virtual community size and institutional quality at the University of Hawaii are statistically stable, therefore we may trust the tool's findings.

Application of the Scale

The research sample replied to all dimensions of the scale and its items as the scale was applied to them, whether they were students or professors, while keeping the formulation of the scale items from the analysis of research results. Also, the scale has four categories:

Table 8

Type of Category	Response	Standard Degree	Relationship Level
First Category	Strongly Agree	If the student got on the scale from 70 to 90 degrees	It means that the relationship between the virtual communities and achieving institutional excellence at the University of Hail is very strong.
Second Category	Agree	If the student got on the scale from 47 to 69 degrees	It means that the relationship between the virtual communities and achieving institutional excellence at the University of Hawaii is strong.
Third Category	Agree to an extent	If the student got on the scale from 24 to 46 degrees	It means that the relationship between the virtual communities and achieving institutional excellence at the University of Hawaii is average.

Fourth Category	Disagree	If the student got on the scale from 1 to 23 degree	It means that the relationship between the virtual communities and achieving institutional excellence at the University of Hawaii is weak.
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Research Limitations:

a) Human Limitations:

- **Sampling Frame:** It consists of 29733 students of the University of Hail (Deanship of Admission and Registration, 2020).

Sample Type and Size

A regular random sample was selected from students at the University of Hail as the total sample size reached 245 students, both male and female. It was determined according to the equation for determining the optimal sample size, "Steven Thompson."

$$n = \frac{N \times p(1-p)}{[N - 1 \times (d^2 \div z^2)] + p(1-p)}$$

- **Sampling Unit:** Students at the University of Hail in Kingdom of Saudi Arabia.

Table (4): Characteristics of the Research Sample

#	Variables	Categories of Variable	Size	%	#	Variables	Categories of Variable	Size	%
1	Type	Male	105	42.86	4	Electronic Devices used in the university	Laptop	60	24.49
		Female	140	57.14			Mobile	127	51.84
		Total	245	%100			Office Computer	31	12.65
							Ipad	27	11.02
2	Specialization	Health	37	15.10	5	Types of Applications used in the University	Total	245	100%
		Scientific and Engineering	117	47.76			Facebook	28	11.43
		Humanities	78	31.84			Snap chat	21	8.57
		Preparatory Year	13	5.30			WhatsApp	162	66.12
		Total	245	100%			Twitter	203	82.86
3	Level of the Study	First	25	10.21			Blackboard	233	95.10
		Second	47	19.18			YouTube	37	15.10
		Third	36	14.69			Telegram	31	12.63
		Fourth	53	21.63					
		Fifth	13	5.30					
		Sixth	22	8.98					
		Seventh	33	13.47					
		Eighth	16	6.54					
		Total	245	100%					

The above table (4) shows the characteristics of the research sample, which are summarized as follows:

- Concerning the gender of the research sample (students), the table showed that 42.86% were males, while the percentage of female students reached 57.14%.
- As for the specializations in which students are enrolled, the highest percentage was of scientific and engineering specializations, that is, 47.76%, followed by humanities with 31.84%, while the percentage of the health specialization was 15.10%. However, the preparatory year got the lowest percentage, 5.30%.
- The results of the characteristics of the research sample revealed the academic level at which the students were enrolled, and their percentages were as follows:
 - Fourth Level: 21.63%
 - Second Level: 19.18%
 - Third Level: 14.69%
 - Seventh Level: 13.47%
 - First Level: 10.21%
 - Sixth Level: 8.98%
 - Eighth Level: 6.54%
 - Fifth Level: 5.30%
- The biggest percentage is in the middle levels, requiring a plan based on the roles of leaders and faculty members to increase virtual community utilization.
- With regard to the electronic devices that are used by the students at the university, the table showed that 51.84% use mobile, 24.49% use laptops, 12.65% use office computers, and 11.02% use iPads as a virtual community. As a result, dealing with students when using electronic devices to interact with virtual communities necessitates a high level of responsibility on the part of the university.
- 95.10% of university students use Blackboard, 82.86% use Twitter, 66.12% use WhatsApp, 15.10% use YouTube, 12.63% use Telegram, 11.43% use Facebook, and 8.57% use Snapchat. The institution is responsible when students utilise technology to join virtual communities. It also shows that some university workers know how to support and treat "virtual communities" as COVID-1-seeking students.

b) Spatial Limitations

The research tools were applied to students of different specialization in the University of Hail for the first dimension with the aim to identify the availability of mechanisms for using "virtual communities" and achieving institutional excellence at the University of Hail.

c) Time Limitations

The study took seven months, from August 2021 to February 2022, to collect theoretical scientific material, construct a research framework, design research tools, collect, review, analyze, and interpret data, and write recommendations.

d) Statistical Methods

After the data was collected and looked over in the field and in the office, it was entered into the statistical analysis program (Spss V 25.0) and dumped.

Results and Discussion

Verifying the validity of the first hypothesis of the research, which is as follows:

The differences are expected to be found in the degree of availability of mechanisms for using virtual communities and achieving institutional excellence at the University of Hail during the Corona period.

Table 5: Extent of Availability of Mechanisms for Using "Virtual Communities" and Achieving Institutional Excellence at the University of Hail during the Corona Period (Research Sample)

#	Dimensions	Sample	Arithmetic Mean	Standard Deviation	t-value	Significance Level	Remark
1	Being able to use electronic information networks at the university during the Corona pandemic	Students	3.91	0.23	3.93	0.000	At a significance level of 0.01
2	Availability of a mechanism for electronic academic communication during the Corona pandemic	Students	3.84	0.28	2.70	0.008	At a significance level of 0.01
3	Because of the Corona pandemic, there needs to be a way to use electronic information resources.	Students	3.91	0.23	3.68	0.001	At a significance level of 0.01
4	Availability of a mechanism for using electronic resources through virtual communities	Students	3.87	0.21	4.13	0.000	At a significance level of 0.01
5	Availability of a mechanism for designing the training programs in line with virtual communities	Students	3.88	0.21	4.63	0.000	At a significance level of 0.01
6	Availability of various electronic training programs	Students	3.91	0.23	4.63	0.000	At a significance level of 0.01
7	Availability of a clear rules mechanism for virtual communication	Students	3.87	0.21	4.13	0.000	At a significance level of 0.01
8	Availability of a mechanism for evaluating the performance of the distance education system	Students	3.88	0.21	4.63	0.000	At a significance level of 0.01

Table (5) shows that (T) values are at a significance level of 0.01, indicating the availability of mechanisms for using "virtual communities" and achieving institutional excellence at Hail University during the Corona pandemic (research sample) in the following dimensions: availability of a mechanism for the university's use of electronic information networks during the Corona pandemic, availability of a mechanism for electronic academic communication. Participants' estimations of "virtual communities" and institutional excellence at Hail University during the Corona pandemic vary significantly. The research sample disparities benefitted study participants. These discrepancies can be linked to their responsibilities in using and benefiting from these mechanisms, which reveals their knowledge, roles, and capacity to use virtual communities, as well as their competences and abilities.

This is consistent with what the Study of Mohsen (2020) Has concluded, as it reflects the opportunity for positive investment for the challenges of this crisis and waste the qualified young leadership's potential for training and learning from its axes. Also, it supports the theoretical frameworks of "Saleh, 2020," which indicate that an interactive teaching and learning environment allows live interaction between the teacher and the student

via the Internet and works in a synchronous and asynchronous manner similar to the traditional classrooms attended by the teacher and the student. They are separated by spatial barriers, but work together at the same time regardless of their location to develop their cognitive abilities.

Verifying the validity of the second hypothesis of the research which is as follows: "Increase in the level of achieving the electronic institutional excellence is expected in the University of Hail is expected during the Corona pandemic – Covid – 19 (**Research Sample**)

Table (6):Virtual Communities and Level of Achieving the Institutional Excellence in the University of Hail (Research Sample)

#	Dimensions	Arithmetic Mean	Standard Deviation	Rank	Level
1	Level of Achieving the Institutional Excellence during the Corona Pandemic	3.82	0.39	1	High
2	Level of Achieving the Institutional Excellence in Using the Virtual Communities during the Corona Pandemic	3.77	0.42	3	Average
3	Level of Achieving the Institutional Excellence in the Academic Operations during the Corona Pandemic	3.81	0.38	2	Average

The above table (6) shows that the most of the level of using the virtual communities and the achievement of institutional excellence at the University of Hail are average except for one dimension which is "Achieving the Institutional Excellence during the Corona Pandemic". Its indicators are according to the rank of the arithmetic mean as it got the first rank after the "level of achieving institutional excellence during the Corona pandemic" with an arithmetic mean (3.82) and the second rank after the "level of achieving institutional excellence in the academic operations of the university during the Corona pandemic" with an arithmetic mean (3.81), then in the third rank after the "level of achieving institutional excellence in the use of virtual communities during the Corona pandemic" with a mean of (3.77).

Therefore, the first hypothesis of the study will be accepted, which is the high level of achieving electronic institutional excellence at the University of Hail during the Corona pandemic (Covid-19). In this latest edition of the European Excellence Model, considerable attention is paid to customer focus, continuous communication with key stakeholders, and understanding the causal relationship between what an organization does, why it does it, and how it does it, and the benefits it derives from its activities

The research sample clarified that it had a high average and received the first rank. Thus, the university must invest, as this is consistent with the results of the quality of services provided by academic institutions, whether they are related to teaching, skill development, or the acquisition of knowledge through virtual communities. This is also consistent with the findings of the study. (Ng & Or., 2020) which dealt with virtual education in the classroom due to the Corona Virus (Covid-19). The study indicated the importance of e-learning and virtual training in addressing the learning gap through providing continuous theoretical reinforcement. The study also suggested a "hypothetical educational approach" and proactive steps to deal with any problems that could stop the goals from being reached.

Previous studies Have emphasized the need for a dramatic change in administration rules, the relevance of adopting developmental methodologies, and the need for continuity and change to allow them to participate, transfer experience and skill, and build their virtual skills. "Virtual co-management" aims to produce a generation with extensive crisis management experience. The four-way analysis of the organization, or "SWOT Analysis," helps in the application of programmes and in choosing the strategy and available alternatives for implementation based on each organization's resources and ability to face risks and threats and take advantage of opportunities to address its weaknesses.

Verifying the validity of the third hypothesis of the research which is as follows: "The availability of the obstacles that stand in the way of achieving the goals and electronic institutional excellence at the University of

Hail during the Corona pandemic is expected." The results related to this point can be illustrated as follows in Table No. 7.

Table 7 : shows the obstacles that stand in the way of achieving the goals and electronic institutional excellence at the University of Hail during the Corona pandemic.

#	Obstacle	Arithmetic Mean	Standard Deviation	Rank	Level
1	Lack of experience in preparing alternative plans for working in virtual communities	3.84	0.40	1	High
2	resist "virtual change" and new ideas.	3.80	0.43	2	Average
3	Weak cooperation of some colleges (electronically) in achieving the goals of academic operations	3.77	0.44	4	Average
4	Weakness of alternative plans to implement the academic operations	3.80	0.44	3	Average
5	E-work has helped increase errors more than innovation.	3.76	0.45	5	Weak

The value of the above table (7) showing the "barriers to achieving goals and electronic institutional excellence at the University of Hawaii during the Corona pandemic" ranged from 3.76 to 3.84. The value of the arithmetic mean for the dimension as a whole was (3.73) with a standard deviation of (0.41), and all items received an agreement rating of "strongly agree" as the first rank for the obstacle represented in "Lack of experience in developing alternative plans for working in virtual communities." with an arithmetic mean of (3.84) and a standard deviation of (0.40) with a degree of "strongly agree." The reason could be the lack of knowledge about the use of virtual communities, as well as the absence or lack of training on this topic to acquire scientific knowledge and develop specific skills. In the second place is "Resistance to virtual changes and the demand for new ideas and their compliance in the use of virtual communities," with an arithmetic mean of 3.80 and a standard deviation of 0.43 and a degree of "strongly agree." This could be because there are rules and regulations for the use of virtual communities, and if they are not followed, this could lead to violations of some rules, which could be the cause of accountability. The obstacle "Weakness of alternative plans to implement the academic operations" got the third rank with a mean (3.80), and a standard deviation (0.44), with a degree of "strongly agree". The researchers believe that the reason for this result is the lack of knowledge of the rules and regulations which results in the lack of aspiration to use alternative plans to deal with crises and to use virtual communities. The researchers' opinion makes it clear that it stands in the way of achieving goals and institutional excellence.

Weak electronic collaboration among some higher education institutions in achieving academic goals ranked fourth with "high agreement," with an arithmetic mean of 3.77 and a standard deviation of 0.44 The lack of clarity in the system of collaboration to use virtual communities to achieve academic operational goals may contribute to the failure to achieve goals and institutional excellence.

The last obstacle has a mean of 3.76 and a standard deviation of 0.45. The study sample included various electronic programmes This shows how little this barrier affects goal-setting and excellence. Third hypothesis supported by "virtual community" productivity solutions. This is COVID-19 (Peyravi, 2020). Informatization In his study, the specialist advocated training Iranians about the virus. The study indicated that e-learning assisted citizens. Coronavirus (Covid-19) overlaps with the 2020 virtual education study. According to the study, e-learning and virtual training can lessen the learning gap by delivering theoretical reinforcement. The paper recommends "hypothetical instruction" and proactive interventions.

CONCLSION

Research focuses on Saudi institutional excellence and the reality of virtual society. By identifying the methods for employing virtual societies and establishing institutional excellence at Hail University, recognizing the level of application, and overcoming the most significant hurdles.

This research paper is descriptive research, and it is based on the social survey curriculum, which selects its own participants randomly, and 245 students who use the services are studied. The geographical research fields were chosen by the University of Hail and Human Beings, which gave them a year to finish. Researchers analyze instrument data using SPSS V25's computational medium, standard deviation, etc. The validity of the study's assumptions and the acceptance of the first and third assumptions were fully checked when it came to the university's use of electronic information networks in light of the coronavirus pandemic, the availability of automated electronic academic communication, and the acceptance of the second assignment, in part because of the wet weather. The study recommended implementing rehabilitation and training programs for working in virtual communities, where the participants were inexperienced. Virtual communities and top institutions were difficult to access.

RECOMMENDATIONS

In the lights of the findings of the present research, following recommendations can be made:

1. In times of crisis and calamity, it's crucial to use virtual communities in the right number, source, timing, and method. While the results refers to that More than 82.26 percent of research participants use virtual communities.
2. "Rehabilitation and training programs for virtual communities are needed because of "lack of experience in creating alternative approaches for functioning in virtual communities." Leaders must be pushed and encouraged to create offices for rehabilitation and training to use the virtual community to learn new things and acquire skills to facilitate school learning.
3. Involve all university stakeholders' efforts in building and supporting the virtual community and ensuring well-functioning electronic communications.
4. Raising awareness level and the benefits of virtual societies through workshops and training programs, especially in cyber security, where virtual societies use about 82.26% of the total research population,
5. raising awareness level and the benefits of virtual societies, using Workshops and training program especially with regard to cyber security, where virtual societies use about 82.26% of the total research population .
6. Using e-learning to help students learn and improve their skills in terms of the overall quality system.
7. The need to keep track of students' e-needs, especially those that have to do with communicating in online communities and academic processes)

Future Suggestions

It is suggested to conduct future studies on:

1. 1.A forward-looking perspective to support the use of virtual communities in universities.
2. Effectiveness of the "Institutional Excellence Model" to enable the universities to host knowledge and skill competitions using "virtual communities",

The difficulties faced by the researchers while implementing the research:

The researchers were unable to obtain information regarding the mechanisms of using virtual communities and achieving institutional excellence at the University of Hail during the Corona pandemic, preventing them from analyzing their content to determine the effectiveness of these mechanisms in achieving their objective. In addition, it was difficult for the researchers to get universities to interact as much as they did during the Corona pandemic, when the virtual community was utilized.

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