



Examining Social Networking Site Narratives between Government and
Youth on Entrepreneurship: The Case of Relationship Development in
Egypt

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Publications and Conferences

An investigation of the Representation of Government Entrepreneurship Initiatives on Social Networking Sites and Their impact on Relationship Development and Trust in Egypt

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Government & Entrepreneurship Social Networking Sites Dialogue: Egyptian Political Marketing Review.

M Arslan, D Mundy - The Academy of Marketing - PhD Colloquium Paper – 2017- University of Hull, UK.

Moderator of a discussion on the Role of Technology in Fostering Peace as part of the session titled “Technologies of Tomorrow” – World Economic forum on Middle East and North Africa, Jordan, May 2015. Co moderator: Ali Abbasov, Minister of Communication and High Technologies of Azerbaijan

Egyptian youth, social networking sites and civic participation

M Arslan, P Tantawi, F El Sahn - European Conference on Social Media (ECSM) - 2014 University of Brighton, UK.

Investigating the Effect of Young Adult’s Reliance on Social Networking Sites on Political Participation in Egypt

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Abstract

Analysis of the ways in which SNS (Social Networking Sites) are used by governments, organisations and everyday users has over the past ten years been of significant interest to academic researchers. Part of this analysis of use has included understanding how in the Middle East, SNS were used in the series of anti-government protests known as the Arab Spring. Specifically, in Egypt, during the January 25 Revolution, a large number of youth users went on SNS such as Facebook to disseminate information, create conversations and raise awareness of their perspectives and concerns. Whilst use in protest and demonstration may result in aspects such as a drop in public trust of government agents, SNS could also contribute to significant relational outcomes such as relationship development and trust.

This study takes Egypt as its foci in investigating the outcomes of SNS interaction between Government agencies and Youth users. This study aims to understand the role of the topic about which conversations are occurring in communicating with the citizens. Additionally, this study places emphasis on the role of the government agency in changing the perceptions of the Government through SNS interactions.

This study contributes to the burgeoning domain of SNS studies by providing a non-traditional approach to its theoretical background. It specifically achieves this by adopting three areas of focus; first, SNS which includes a site and user perspective. Second, the political context which includes Marketing theory and government studies. Third, relationship development and trust which includes a multi theory lens into theorising the outcomes of SNS interactions. Therefore, it is the first study to apply Political Marketing Theory in Egypt in a non-electoral context. Using novel applications of Relationship Marketing and Public Relations theory, this study presents an understanding of the relationship orientation in the interaction between GOFE and Youth on SNS. Furthermore, the analysis regarding trust development in this study is developed through a framework that highlights both the users' perspective of trust and the organisations' efforts towards achieving trust.

This study adopts a social constructivist approach. Therefore, this investigation embraces qualitative inductive methods. Due to the rich culture and high interaction of the context investigated, the research problem at hand was addressed through the application of netnography. The Netnographic package includes; firstly, an online observation of Facebook pages followed by textual analysis. Secondly, it includes two sets of interviews

with a sample of the users (i.e. Youth) and the organisations (i.e. GOFE). Using Thematic Analysis ten different themes were extracted from the three sources of data (i.e. Facebook data, GOFE interviews and Youth interviews).

The findings from this study suggest that GOFE SNS representation is not yet mature. However, findings demonstrate that GOFE are in the process of becoming a generalisable model of government SNS representation. This could occur with the drop in control over engagement and movement to engagement strategies beyond those targeted primarily at publicity alone. Indeed, this study confirms the significant influence of SNS in fostering positive relational outcomes between the Government and Youth, while confirming the role of the topic and agency. These findings are discussed in light of theoretical contribution and practical implication to the government sector. Whereas previous studies have focused on one aspect of the communication process, this study is the first conducted in the public sector domain in Egypt that focuses on the observed behaviours of GOFE on SNS, perceived behaviours of GOFE by Youth and the strategic intent of GOFE by being present on SNS. This study concludes with limitations incurred and recommendations for practice and future studies. Finally, this study argues that with a further optimised SNS representation, there is indeed hope in developing relationships and achieving trust between Government and citizens in Egypt through SNS interaction.

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List of Acronyms

Acronym	Explanation
SNS	Social Networking Sites
GOFE	Government Organisations for Entrepreneurship
TAM	Technology Acceptance Model
FoMo	Fear of Missing out
UGC	User Generated Content

Chapter 1 **Introduction**

Essentially, this Chapter is designed with a purpose to provide a background and introduction to the investigation of Youth, Government and SNS in Egypt described within this thesis. The chapter introduces the reader to the research problem, presents the research context and demonstrates the main methodological approaches. Successively this chapter introduces the research questions and their underlying objectives, as well as providing a summary of the theoretical and managerial contributions. Afterwards, for purposes of rigor the researcher positioned themselves in the context of this study in the section on research reflexivity. Finally, with the hope of adding clarity to the content of the thesis, the last section of the Chapter outlines the structure of the thesis.

1.1 Background

To begin with, let us agree that those who are in power want to remain in power (Parikh & Gupta, 2010). However, one must differentiate between the Western political models of established democracies where elections are the only means to stay in power for political parties. Conversely, elections in the Middle Eastern political models are either absent or merely a theatrical process to maintain a delusive democratic picture of these regimes in order to facilitate their power grip and political stability (Dajani, 2015; Ottaway & Carothers, 2009; Schedler, 2002). Thus, political marketing in the latter regimes should not only be limited to elections, but rather it should extend further to integrate non-electoral setting, such as connecting to different majorities (e.g. youth and other social segments).

An early inspiration for this work goes back to late 2010. Back then, Facebook was renowned for its potentials to bring change globally and in the Middle East (riots in Tunisia December 2010) (Greiner et al., 2019). Consequently, the SNS popularity grabbed the researcher's interest to investigate the impact of SNS and their heavy use by large numbers of people with a prospective window for eye opening explorations and contributions in terms of academic research. In 2010, a game changing scenario occurred in the Middle East, the Arab Spring. SNS like Facebook and Twitter as well as their accompanying social phenomena were taken to a completely new level of interest. Hence, this research takes the proliferation of use of SNS, the Arab Spring and specifically the local uprising in the Egyptian context as its foci.

Significantly, SNS were deemed by the media as having played an influential role in these events. Accordingly, these uprisings were branded as the ‘Facebook Revolution’ (Cottle, 2011). Therefore, their use and impact became of significant importance to governments in the region. By time, hindsight substantiated that technology played a minor role. Indeed, it was argued that the role of these technologies in such uprisings was overestimated (Badr, 2015; Wolfsfeld et al., 2013). Regardless, profoundly, these events still had an impact on the level of research attention paid to SNS including analysis of the reliance on SNS to predict local events, use of SNS to engage with the population, and the power of SNS in shaping citizen opinion.

The real curiosity for the researcher is embedded in her thoughts of: with more Egyptian Youth going on SNS like Facebook, what could the outcomes of this be? Could this increased use serve some of Egypt’s most dire needs? Specifically, that social media are more user focused and less controlled than the traditional forms of media (Men & Tsai, 2013b), or less of a top-down approach (Ceron, 2015). Also, Tsai and Men (2013) argue that social media leads to higher levels of para-social interaction, which is the perception of users to have a relationship with the media persons. Initial answers that stipulated a motivational path for the current enquiry was the work of Clay Shirky in ‘Here comes everybody’ (Shirky, 2009). In his work, he discusses the power of the crowd, the new forms of sharing and the communities emerging online in changing human society. This has led to the choice of developing perspectives on the social and behavioural aspects in understanding the phenomena of SNS in this research. More specifically, developing an understanding of the social and behavioural aspects of crowds of youth online, unleashes how the digital culture shapes interaction between youth and entities. Eventually, this understanding could unveil the potential outcomes of such interactions.

Although, a growing stream of research has evaluated the power of SNS in the context of such uprisings (Haciyakupoglu & Zhang, 2015; Klischewski, 2014), fewer studies have focused on other elements vis-à-vis the mobilisation of crowds (Kalliny et al., 2018), specifically in Egypt (Abdelghaffar & Magdy, 2012; Abdelsalam et al., 2013). However, a better understanding of the role of SNS beyond the Arab spring is essential for a number of reasons. First, there is still a drop in trust in government (Norris, 2001; Park et al., 2015). Certainly, according to OECD trust in government is deteriorating and only 43% of citizens trust their governments (OECD, 2019). Second, research indicates that communication can alter relationships (Heldman et al., 2013). Third, the Egyptian Government efforts in embracing SNS communication with its audience is not fully

cultivated yet (Abdelsalam et al., 2013). Fourth, the theories of political marketing should be applied to non-electoral contexts (Lees-Marshment, 2003; Newman, 1999). Especially when focused on SNS, most studies merely focused on elections (Cameron et al., 2015; Lin & Himelboim, 2018; Vesnic-Alujevic & Van Bauwel, 2014; Williams, 2017; Xu et al., 2014). Moreover, it is argued that political marketing studies outside the Western context are limited. To support, the studies on SNS have focused merely on non-Eastern societies (Zhang & Leung, 2014), in particular very limited focus on less developed nations (Shah & Lim, 2011). Indeed Zheng and Zheng (2014) have stated that each country has its factors which limits generalisability.

One of the main arguments of the author in this thesis is that it becomes limited to view the digital culture from one discipline. Hence, this thesis adopts theories from different disciplines in its exploration. For example, as SNS is a platform of media, informational exchanges, dynamic communications and massive outreach, a marketing direction was adopted to explore the communication model and relationship building through marketing communications. Similarly, previous authors like Kalliny et al. (2018) have used political marketing as a mechanism to study the change in consumer culture as a result of the Arab Spring. This was integrated with the role of social capital (Dekker & Uslaner, 2001; Ellison et al., 2007) and the value of our social relationships online that has a potentially positive impact on society. Added to theories in Media, Psychology and Technology (for example Technology Acceptance Model) to facilitate a thorough understanding of the use of SNS. An understanding of interactions and relationship building in a social context could yield to insights that serve as a foundation for wider applications in the commercial and public sectors. Just like society have always been the roots of understanding public and private organisations' target audience.

In summary, therefore, there is a paucity of research in SNS in non-electoral contexts, despite the growing number of researches in the wider domain. This lack of research is also accompanied by a larger focus on Western contexts. Nevertheless, the proliferation of the use of SNS by citizens is still on the rise. This has motivated governments to go online and embrace an open government approach. Indeed, studies show that citizens are willing to engage with the government (Mainka et al., 2014). Yet, the issues in trust in government are still found to be profound (Azab & ElSherif, 2018; OECD, 2019; Park et al., 2015). Despite the attention paid by governments to being present on SNS, there is little research in countries like Egypt. Suffice that, the study of Azab and ElSherif (2018) shows that SNS platforms have positive outcomes to the Egyptian model, but that the

Government needs to work harder in that direction. Subsequently, this research is set out to explore communication models on SNS and the impact of these on relationship management and trust between Government and citizens in Egypt. More on the Egyptian context is discussed in the next section.

1.2 The Research Context

For full clarity regarding the contextualisation of this research in Egypt, this section is devoted to highlighting the elements of the Egyptian environment that motivates this PhD to focus on Egypt. For such a demonstration, the relevant Egyptian events and youth – the population of interest – are positioned in this section. Furthermore, essential elements for the context of this research, such as, entrepreneurship in Egypt are being presented in this section. Thus, in this section, the author outlines the rationale behind the choice of Egypt as a country to understand the Government – citizen engagement on SNS and how this has an impact on relationship and trust. According to Article One of the Egyptian constitution:

“The Arab Republic of Egypt is a sovereign, united, indivisible State, where no part may be given up, having a democratic republican system that is based on citizenship and rule of law. The Egyptian people are part of the Arab nation seeking to enhance its integration and unity. Egypt is part of the Islamic world, belongs to the African continent, cherishes its Asian dimension, and contributes to building human civilisation” (State information Services, n.d.).

According to World Bank (2019a), with more than 97 million people, Egypt is considered the most populous country in northern Africa and the Arab World. Contrasted to high-income Arab counties of influence like Kingdom of Saudi Arabia (KSA), Qatar and UAE (United Arab Emirates), Egypt falls in the category of lower middle income as reported in World Bank (2019a).

There are debates regarding the fact that Egypt’s central role in the Middle East has witnessed a change from one in which Egypt was the most influential, to another where it shares the balance with other nations (Ismail, 2019). Despite that, studying SNS interactions between Youth and Government in Egypt still seems significant. Especially with the scarce focus on less-developed nations, Egypt offers a fruitful context. Furthermore, Egypt has the majority of internet users and Facebook users in the Arab world (Internet World Stats, 2019 -a; 2019 -b; 2019 -c), more than that of KSA, UAE, Syria or Iraq. This makes Egypt the highest in rank in terms of Internet and Facebook

users amongst the other countries of the Arab Spring. In 2014, 87% of the SNS users in Arab Countries used Facebook, followed by WhatsApp, YouTube, Instagram and Twitter with only 32% (Statistia, n.d). This highlights that these are the top five SNS platforms used in Arab countries.

Fundamentally, the anti-government revolution that took place in 2011 has provided significance to Egypt as a country of application for this research. By large, Egypt currently presents a model of nations which are still gaining economic momentum and still revering for the massive political unrest. Also, it is of no doubt that the revolution has created interest in investigating the role of social media in transforming governments as hypothesised by Abdelsalam et al. (2013). Whilst their study shows that an increase in adoption of the social media uses occurred post the revolution, the change was found to be only temporary. To further support, SNS was a vital component of the revolution. In fact, SNS was thought of as a key factor in mobilising the crowds (Roger, 2011). Specifically, the nature of this revolution in terms of age structure, digital culture, social networks, and change in the society, has given a positive view of the power that social media can bring to the country (Klischewski, 2014), and many other nations.

For the Egyptian revolution, in particular, Facebook was not just about mobilising the crowds. According to the New York Times, the Facebook page ‘Kullna Khaled Said’ was a place for Youth in Egypt to express their outrage regarding the instability of the country (Vargas, 2012). This is before the page creator started to organise for the silent stands and then the protests. Further to that, special SNS services were launched for the Egyptian streets during the anti-government protests in 2011. When the Government cut off the Internet access back in 2011, Google launched a ‘speak to tweet’ service specifically for the people in Egypt (The Telegraph, 2011). This enabled the crowds to send a Twitter message by dialling a phone number and using the voice mail. To date, the Government still aims to disrupt Facebook services when the crowds return to the streets to express their dissatisfaction with the regime (Netblocks, 2019).

The weight placed on digital platforms and specific SNS discussed in the previous paragraph indicated the importance of investigating the power of SNS in influencing change. Additionally, the events of the uprising make the study of SNS vital to many countries (including Egypt) when it comes to engaging youth and fostering a social change. Through history, Egypt has been thought of as a vital player in the Middle East, the Arab World and Africa. Which makes Egypt a nation of great interest across multiple

fields. Lastly, with Youth and the economy being among the biggest challenges of the region (Barsoum, 2012), Egypt offers an interesting platform to explore the impact of SNS on these. This will be established in the upcoming sections.

1.2.1 Youth

One of the most remarkable aspects of the events that Egypt has witnessed, and continues to, is that it has shed light on the fact that Egypt presently is comprised of a majority of young people. Indeed the revolution was at some point branded as the ‘Youth Revolution’ (Shukrallah, 2011). According to the Central Agency for Public Mobilisation and Statistics, this youth bulge in Egypt composed more than 50% of the population (CAPMAS, 2015). The author in this thesis argues that it is a challenge to amount for the exact age range of youth in Egypt. This is because the youth age range is different from one source to the other; this will be further discussed later in the section. Notwithstanding this, data from the world development indicators (World Bank, 2019b) for the year 2017 can be used to calculate the percentage of youth. The calculations yield to conclusions that those who are 20-34 years compose 24.7% of the population. In support, a report on Population Analysis by Baseera (2017) stated that Egypt was found to be a youth country. In fact, an article by Hayman (2017) for the UNICEF stated that most of the unemployed in Egypt ranged between 15- 29 years old. Hence this segment is a priority in Egypt.

Amid the aforementioned arguments, in 2011, voices of young people came together through digital platforms to coordinate their thoughts and efforts in mobilising a call for change in Egypt. A specific example of this can be found on a Facebook page named ‘We Are All Khaled Said’, which was created to resemble the frustration of Egyptian youth against injustice, especially after the death of the 28-year-old ‘Khaled Said’ from Alexandria. It is important to note that youth have gained large attention in investigating SNS (Abbas & Mesch, 2015; Arslan et al., 2012; Bailey et al., 2018; Dunne et al., 2010; Espinoza & Juvonen, 2011; Herrera, 2012). Yet, other age segments are now gaining more attention in research; such as, seniors and the teens. For instance, teens who are 13-19, who can be seen as digital natives, born and raised in this digital culture (Prensky, 2001). According to Anderson and Jiang (2018), for teens social media offers emotional support and helps in relationship strengthening. However, it creates pressure on them to post specific kinds of content. Whereas, for older adults, it is argued by Hunsaker and Hargittai (2018) that the increase in life span makes this segment a growing fraction of users now and in the future. Both age segments are found to be of importance and further research is needed to investigate them. Thus far, to the context of the research, being

conducted in Egypt, post the revolution, with current economic challenges, the Youth segment is considered instrumental. This is due to the fact that they had a significant role in the revolution and due to the economic challenges they face.

To explain, first, they are the most associated age group with the uprising. Second, they tend to be of great importance to the economic and political implications of the context of Egypt and the Arab World (Barsoum, 2012). In addition, since trust is of great emphasis in this PhD, it will be essential to look at how The Egyptian Government can develop trust with a segment that is of vital importance. Unemployment of youth in Egypt was found to be focal to the tension in Egypt (AbdelGhafar, 2016). Barsoum (2016), argues that youth unemployment is high in Egypt, specifically among those educated. To further demonstrate, authors like Van de Walle et al. (2008) argue that declines in trust in government can be largely attributed to failures in performance. Hence, due to the issue of unemployment of youth in Egypt, it can be deduced that the Government still has to enhance their performance in approaching such a challenge. Consequently, the researcher alleges that the argument over youth unemployment and the Government performance presents an interesting approach to investigate government – citizen trust in Egypt.

A great deal of scholarly work has described the users of SNS platforms or social media generally in terms of their demographics. Age has taken a lot of attention when describing the online population of SNS. Specifically, much research has drawn attention to young adults who composed a large section of the population on SNS, for example, Abbas and Mesch (2015) and Dunne et al. (2010). The increase in use by young adults was related to many important social issues like politics in the work of Xenos et al. (2014) and other topics like education and psychology. According to the Pew Research Centre, this age bracket is still important when it comes to the population as they composed 89% (PEW, 2014). On the other hand, other groups are starting to gain the attention of research, for example, those younger or older than young adults. A recent study by Zhang and Leung (2014) has conducted a review of SNS research in communication journals across the years 2006 to 2011 and revealed that most studies have focused on university students, fewer studies focused on school students, and people aged 10-19.

Defining youth in the Egyptian context is quite challenging (Sieverding, 2012). A number of factors have affected the local perceptions of who are considered as youth. Prior to recent changes, the Civil Service law in Egypt followed a seniority approach (Civil Service Law, 1978). Accordingly, public employees are promoted to higher positions

based on their age, the number of served years and efficiency. Thus, the age at which youth can start to reach senior positions can be quite older in Egypt than in other countries. Added to that, life expectancy has almost doubled (World Bank, n.d.) in Egypt through the last 50 years. Consequently, those holding senior positions stayed for longer than usual and the chances of youth reaching higher positions were halted by the elder generations. This was also reflected in the political arena where the older generations dominated the scene for the last three decades.

The aforementioned factors contributed to a change in the cultural perspective of who is considered youth. At the same time, the rising levels of youth population worldwide have focused attention on the age group. The new channels of communications and connections backed up with a revolution of information technology have led to a wired generation (Herrera, 2012). In their work, Herrera, have discussed how youth come to age in the digital realm experiencing citizenship in a different way.

This comes in line with the fact that studies have defined youth age ranges differently. For example, the United Nations Department of Economic and Social Affairs (UNDESA), argues that youth can be defined somewhere between 15-35 (United Nations, n.d). Also, The United Nations Educational, Scientific and Cultural Organisation (UNESCO) argues that the youth age bracket can fall above, or below 15-24, depending on the context and the variables in the situation (UNESCO, n.d). According to the annual Arab Youth Survey, the Middle East youth population is the largest demographic (ASDA'A, 2016). In their seventh survey, they viewed youth as a sample between 18 – 29 years (ASDA'A, 2015). In another report, youth were considered into two groups; those below the age of 25 and those between 15–29 (ASDA'A, 2016). On their website, the sample of youth surveyed is announced as 18-25 years (ASDA'A, 2019).

For generation Y, age is no longer an indicator of a life cycle or the stage of the life cycle (Aksoy et al., 2013). Which could be the reason why a variety of studies have used an age range for youth differently. For instance, 16-29 years old was used by Xenos et al. (2014) and 15-29 years old was used by Klischewski (2014). Furthermore, The United Nations Development Program (2010) in a study in Egypt used 10-29 years old in its focus on youth. Additionally, The Survey of Young People in Egypt (Population Council, 2011) – a report focusing on entrepreneurship in Egypt – has limited the age to 15 – 29 years old since a younger age would not be able to respond to some questions.

Based on the above various directions in defining youth, this PhD study will adopt a young adult age range from 18-35 years old. The age range has previously been applied by the Participation Development Program (2013). Although entrepreneurial content can target below 18, the voting age for Egypt is 18 years (Youthpolicy.org, 2014), thus this age seems more applicable for methodology. A study on the extension beyond 29 years to 35 seems more relevant in discussing issues regarding entrepreneurship and creating job opportunities. To support, Global Entrepreneurship Research Association (2015) states that entrepreneurs are most likely to be youth who are 25-34 years old. Furthermore, in a EUROMED report on Egypt, it was outlined that multiple public entities and political parties in Egypt (some no longer existing) included 18-30 and 18-35 as a youthful age range (Abdelhay, 2010). According to Abdelhay, this adoption of a wide range is believed to be due to the fact that some problems associated with youth stay till 35 (Abdelhay, 2010).

According to a report published about the future of the Internet Economy in Egypt (Ministry of Communications and Information Technology, 2011), 35% of Internet users in Egypt are 15-24 years old while 32% age less than 15 years old. In addition, according to the report, 55% of the total users of the Internet used it at least once a day in 2011. Within this group, from a gender perspective, the report also highlights that 39% of the female Internet users in Egypt are 15- 24 years old and 42% are less than 15 years old. In a later report by the Ministry of Communications and Information Technology (2013) statistics for 2012 indicate that 57% of smartphone users in Egypt expressed that they use their phones to become active in the political sphere. The index included sharing and expressing opinions and views about politics.

Specifically, in the year of the revolution 2011, the Ministry of Communications and Information Technology report indicated that 64% used their smartphones to learn about the latest news, 38.5% to share in social networking and 15% used it for assistance in the election process. Also, Facebook users have increased to 9.4 million users in 2011 from 4.2 in 2010, this can be thought to be directly linked to the revolution (Ministry of Communications and Information Technology, 2011). In addition, the second most common activity by Egyptians was reported to be the use of SNS (Ministry of Communications and Information Technology, 2018). These facts support the notion that users of the Internet in Egypt may use SNS as a key channel in improving their participation and creating a new form of active citizenship, these facts contribute to the motivation factors for conducting this thesis in Egypt.

The popularity of connecting with others online does not only include political action. Egyptian society has utilised the momentum of the revolution to facilitate transformation through action in local community contexts. Among those, one of the most popular is the clean-up campaign that created marvellous coordination efforts in connecting people and spreading the word and so directed millions onto the streets to clean the different parts of major cities after the revolution (Ahmed & El-Khatee, 2012). These online campaigns directed people towards areas, resources and meeting points.

In that sense, Egypt offers a fruitful context to understanding the reasons why young adults rely on SNS and how this can affect civic engagement and relationships with the Government. Furthermore, the context of Egypt enables the exploration of the possibilities of youth power in bringing change to vital social topics.

1.2.2 Establishing the Focus on Entrepreneurship.

According to OECD (2010), The Egyptian Government representation on SNS indicates efforts towards the development of open government and transparency, this is enabled in some aspects through social media. Clear evidence for this notion is the creation of the Ministry of State Administrative Development which is dedicated to helping foster a more open government (OECD, 2010). So far, there has been little research on actual investigations of accounts on SNS by the Egyptian Government. In addition, no research has been found to have examined the content on Facebook by Government Organisations specialising in the topic of entrepreneurship. Meanwhile, Klischewski (2014) has argued that social media is crucial in reshaping the citizen-government relationship in the region, which is a great motivational factor to study SNS, youth and the Government in Egypt. The upcoming section reviews the Government profile in Egypt with relevance to this thesis. Regarding Government entities in Egypt, more than 85% of government entities used the Internet in 2012, which was a 2.7% increase from 2011. The activities reported as being completed online by government entities basically focused on the use of emailing services (92% of the total activity), followed by general research and development (Ministry of Communications and Information Technology, 2015a). Nonetheless, no reports were found on social media use.

The data in the paragraph above suggests that there is a general trend towards a more communicative government. However, there are no statistics from the side of the Government regarding any social media presence or activity, even though many SNS now have an official Egyptian presence. This gap between the Government approach towards

more interaction and the reporting of actual engagement online makes it favourable to conduct this study in Egypt. This includes how this gap affects social capital and more precisely trust in government. Specifically, with the rise of many official and unofficial social media accounts now communicating government news and efforts.

Amid the aforementioned discussion, framing the population of Government SNS presence in Egypt becomes a challenge. Consequently, the author argues that due to the scarcity of resources an online observation of the Egyptian Government presence was conducted. In doing so, this research has employed the Egyptian Cabinet website – that encompasses a list of all ministries (totally 34 at that time) in Egypt and their websites – as a starting point. The rationale was that those websites are usually the sources gathering all social media handles for The Government organisation. These websites were later visited to access their social media accounts. This was conducted through a cross-sectional approach and data was accessed in April 2016. Below are the findings;

1. Not all websites are correctly linked. The researcher sometimes had to use the search engine ‘Google’ using the name of the ministry as a keyword to reach the correct websites.
2. Among the working websites, only a minority had social media accounts.
3. Some websites did not link to social media accounts, but the social media accounts were retrieved from Google search engine.
4. Of all social media accounts accessed whether through a website link or through the self-search, not all accounts were active (i.e. they had not published a post since the beginning of this research)
5. Some of the accounts had irrelevant names to the organisation they are representing and provided a more amateur representation of a campaign, for example, #thisisEgypt, which indicated the difficulty of identifying the accounts.
6. A general observation that websites and social media accounts of authorities (i.e. entities initiated by ministries) were more active than the ministries themselves. Activity here measured again in terms of the date of last post and the extent to which participants of the account do interact.
7. Other active accounts related to the local Government included governorates pages, but activity was not consistent, and official page and/or accounts validation was a concern.

Based on those findings and specifically in point six mentioned above, the researcher argues that the Government institutes would have more availability of resources and skilled personnel to become present on social media and SNS. Additionally, the researcher argues that because these organisations have a more niched scope, it can be thought of that these organisations will be more active on SNS than other entities with a wider scope like that of a ministry.

On the other hand, to be able to find online channels where youth are engaging with the Government, or to be able to identify government work related directly to youth, one good way was to tackle the topics that are most important to youth now in Egypt. For example, topics that the Government addresses and are of critical importance to the Youth of Egypt. Additionally, the researcher intended to approach the topics, or content, that tends to bring hope and positivity to the platform. This is a new approach towards investigating relationships between the Government and its stakeholders. Hence it is proposed that a government-led online community which discusses youthfully critical issues, and in which the Government is providing solutions to these issues, is a potential gateway for nourishing government-citizen relationship and trust.

Among the many issues/topics that are relevant to youth in Egypt is unemployment (Ismail et al., 2019). Thus, this topic becomes an integral part of their online conversations and membership in the relevant interest group(s). Solutions provided by the Government regarding the topics of Youth unemployment can be translated to projects regarding job creation and start-up business (creating your own employment). According to Saeed et al. (2015), the revolution has released a large number of youth entrepreneurs in Egypt who are willing to 'dream'. The programmes addressing entrepreneurship are frequently developed in Egypt to combat the high youth unemployment rate (Sieverding, 2012). Also according to Daily News Egypt (2015), the Egyptian prime minister has emphasised the fact that Egypt can combat the economic crisis by dropping the unemployment rate. The prime minister also explained that the Government is expressing interest in supporting small business and removing all the barriers from entrepreneurship. Meanwhile, while launching the Egyptian Strategic Vision for 2020, the Egyptian President named 2016 the Year of the Egyptian Youth and called for action regarding supporting youth start-up businesses (Alwafd, 2016). This included addressing the Central Bank to reduce the interest rates for youth-initiated start-up ideas. As contrasted to other topics like sports or education, the author in this PhD argues that entrepreneurship is the most critical. In

support of this view, changes in the economy were linked to trust (Bok, 1997). Moreover, entrepreneurship proposes solutions to unemployment (Sieverding, 2012).

The Government's hubs that are relevant to these topics would be the Ministry of Trade, Ministry of Communication and Information Technology and the Higher Education ministry. These ministries have chartered institutes that deal directly with supporting the entrepreneurial ecosystem in Egypt as focused topics. Among these are the Information Technology Industry Development Agency, Technology Innovation and Entrepreneurship Centre, Egypt Innovate, Social Fund for Development, and the Academy of Scientific Research and Technology. The Egyptian Government thus tackles Youth unemployment through fostering an entrepreneurial ecosystem, which is a policy vitally related to Youth and their trust in the Government.

That said, it is hypothesised that youth discovery of information about entrepreneurship on SNS hubs initiated by Government's, can affect their trust in Government. This is due to the fact that youth can form a positive perception of the Government as they find it focusing on their interests and needs. Thus, the Egyptian Government is empowering institutes or centres that focus on entrepreneurship like the Technology Innovation and Entrepreneurship Centre (TIEC) because they believe that SMEs are Egypt's solution for social and economic welfare (Saeed et al., 2015). Indeed, Ismail et al. (2019) show in a national report on entrepreneurship that local policy is embracing the entrepreneurial sphere in Egypt. Suffice that, there are questions regarding to what extent the marketing strategies run by the institutes online are optimising relationship and engagement. Therefore, this study will focus on Egyptian Government representation through entrepreneurship and start-up institutes (Government Organisations For Entrepreneurship (GOFE)) to investigate the conversations between the Government and Youth on SNS and how this dialogue can impact trust according to this thesis's research model.

To conclude, this study aims to explore the Egyptian Government presence on SNS and its' impact of relationship development and trust. Consequently, this section introduces the context of the study and clarifies to the reader the rationale supporting Egypt for the application of this investigation. In the discussion above a profound number of factors have positioned the rationale for the choice of Egypt as a focus for this study. For example, the section outlined how the Arab Spring had a role in making Egypt interesting for investigating Government – citizen dialogue on SNS. This synthesised, citizens have marched to express their dissatisfaction with the Government. Indeed, Facebook was

anticipated to have had an acceleration role. Nonetheless, the Government has contributed to fostering an environment of openness and transparency.

Furthermore, this section discussed how youth are a fruitful sample to investigate the efforts of government in outreaching through SNS. For example, the section reflects on statistics that show that youth populations compose the majority of Egyptian citizens. Also, it shows that they are the majority of users of SNS and whom are believed to have formed the majority of participants in the revolution. In addition, this section demonstrated that Youth suffer from unemployment, which is interrelated to the economy and hence trust in the Government. Consequently, this study with the hope of finding a solution proposed that entrepreneurship dialogue on SNS could offer new propositions. In that sense, this study will focus on GOFE, to find out how youth communicating with a government agency on SNS can bring change. However, there are also arguments about the overestimation of the impact of social media on democracy and change in Egypt (Badr, 2015). Thus, this research adds to the argument on the impact of social media in the revolution by providing explanations and evidence to the influence of social media on the ongoing change in the Egyptian Society.

1.3 The Research Questions

The broad aim of this study is to understand how the Egyptian Government can reach positive outcomes from their interaction with youth on SNS. The focus of this study is in finding out how specific content government authorities can utilise SNS in fostering citizen-government relationships and thus affect social change. To empower the targeted area of inquiry, the thesis will select GOFE as specific content government authorities specialised on entrepreneurship, which is content appealing and important to the target audience representing citizens in this study, young adults. The mechanism of approaching this research query is through breaking it into three key aspects, the content on SNS, the GOFE, and Youth. Hence, the approach focuses on perceived behaviour, actual behaviour, and strategic intent. The research aims to fulfil the following objectives discussed in the upcoming paragraphs.

Research Question One: Why are GOFE present on SNS?

Social media as a form of communication can play a significant role in enabling citizen-government relationships (Heldman et al., 2013). A limited number of studies were found to explore the actual Egyptian government presence (Abdelsalam et al., 2013; Azab & ElSherif, 2018). Accordingly, this thesis aims to explore the vision and marketing strategy

of GOFE on SNS. This exploration will include finding out the agenda these institutes have set to specifically communicate on SNS rather than other forms of media. Additionally, the aim is to examine what are the outcomes of communicating with a target audience over SNS. This is different from exploring their vision because there could be a solid outcome for communication such as civic engagement, or other ideas aside from information sharing, which is the general trend in government use of SNS (Dong, 2015). Finally, to find out the effectiveness of vision and outcomes planned, an examination of the presence of GOFE on SNS is conducted.

Research Question Two: How are youth engaging with GOFE on SNS?

There is a relatively large pool of internet users willing to engage with governments (Mainka et al., 2014), hence the researcher aims to explore determinants of youth engagement with GOFE on SNS. Questions like what are the factors that contribute to their following, liking, sharing or joining a conversation on GOFE SNS pages are inquired. Further to that, the researcher looks forward to finding out what are the results of such engagement from the user's perspective. A large stream of scholarly research has focused on online engagement in general (Bowen, 2013; Brodie & Juric, 2018; Chu & Kim, 2011; Dessart et al., 2015; Haro-de-Rosario et al., 2018; Harris & Harrigan, 2015; Heldman et al., 2013; Lee & Kwak, 2012; Lev-On & Steinfeld, 2015; Men & Tsai, 2013a; Tsai & Men, 2013; Vicente & Novo, 2014). Yet, this thesis recognises the ampler definition of political marketing put forward by Newman (1999) and Lees-Marshment (2003) since it is not only about voting and their associated attitudes. Therefore, this study is interested in openly exploring what happens, through youth action, after such an SNS initiated engagement.

Research Question Three: What happens when users and GOFE interact on SNS in terms of overall trust in Government?

The objective here is very much focused on relationship development and trust. Although numerous studies have investigated SNS and trust in government (e.g. Azab & ElSherif, 2018; Park et al., 2015; Porumbescu, 2016; Song & Lee, 2016; Warren et al., 2014). There is no significant research found which emphasises the role of the topic of the dialogue between the parties of interest. To explain, content is vital on SNS, it represents a great part of its uniqueness. Additionally, social media has made it possible to make an organisation turn into persons that we can create conversations with, unlike traditional

forms of media, that has rather fostered a rigid one-way approach. Perhaps one of the most critical contributions of this thesis is to find out the relationship between the topic of engagement and trust. More purposely, how related is entrepreneurship as a form of content found on GOFÉ's SNS pages, to the trust of Youth who use these pages in overall Government. Particularly, with entrepreneurship and start-ups being topics of great interest to the target audience. It is interesting to find out if governments can invest in SNS communication of agencies like GOFÉ in order to moderate the trust level of the youth bulge. For instance, previous studies like that of Kim et al. (2015) indicated that confidence in the governmental agency leads to wider trust in government.

1.4 The Research Methodology

Chapter three provides an in-depth explanation of the approach to the methodology employed in the current investigation. For the purpose of preparing the reader for the approach employed in this study, this section provides a brief overview of the research methodology and ends with a comprehensive insight of the position of the researcher in the study. Accordingly, as explained in further depth in section 3.1.2, this thesis takes a socially constructivist direction in approaching the research questions qualitatively. The qualitative track allows for an in-depth exploration and understanding through its modern netnographic approach. Netnographic concepts build on traditional thoughts of ethnographic research while modernising it to suit the dynamic social media medium (Kozinets et al., 2014). SNS are the main context of analysis in this study placing weight on the features of the platform. These include; liking, sharing, commenting or rating, which are ideally analysed through online observation of content. Retaining the human aspect of the medium and complying with the ethical standards regarding participant observation, interviews will be conducted to allow the safe extraction of ideas and perceptions important to this study.

To summarise, the research presented in this thesis will follow a netnographic approach that includes both online observation and interviews. Online observation of GOFÉ SNS accounts will take place over a period of time, looking for clues to answer the designed research questions. Additionally, in-depth personal interviews will take place with two samples: GOFÉ representatives working on their marketing and SNS channels, and a sample of youth who use the SNS accounts of GOFÉ. More details on the research procedure, the choice of online communities and the filtering will be available in Chapter Three of this thesis. The next section outlines the position of the researcher in

investigating the role of SNS in fostering citizen-government relationship development through government agencies focused on specific content, entrepreneurship.

1.4.1 The Researcher Position

Traditionally, the role of the researcher in academic research has been challenged due to viewing the research and the researcher in isolation. But changes in the methodological trend have now put the researcher in a position of transparency and have evolved the concept into what is now known as either research reflexivity, critical reflexivity or critical subjectivity (Daymon & Holloway, 2010). Likewise, this study does not view the researcher as distant from the topic under investigation. On the contrary, this study considers how the researcher and their experiences can be viewed as an intrinsic component of it. It is quite common in academia that the philosophical stance, the background, emotions and personal experience or bias of the researcher, affects the choice of topic to be studied and the process of design, knowledge gathering and analysis as a process.

The following sections highlight the researcher as a reflexive component, considering how the different elements of their person (nationality, age, language, and active approach) combine to provide a subjectively significant impact on the research, whilst understanding the potential biases such close relationships could bring. It should be noted that the ‘researcher as participant’ detailed later through the methodology section 3.3.1 is underpinned through an understanding of seminal works in this paradigm, such as works by Chiseri-Strater (1996) and works such as Kozinets (2010) and Hine (2000) that relate directly to the area of research.

Moreover, this study is conducted in the Egyptian framework where data gathered contextualises Egypt and the region. This choice is backed up in section 1.2.1, but the intrinsic motivation of such choice can be related to the researcher’s upbringing in Egypt, as an Egyptian, who has lived 32 years in the country of study. Specifically, driven by the researcher's desire to continuously develop their homeland, the researcher has a significant motive to conduct a study that could contribute to the development of their homeland. This means that the researcher should be considered as an insider researcher; a fact that might convey its own risk in terms of bias. Despite that, social constructivist research has very much welcomed positioning the researcher in the inquiry (Creswell, 2003; 2014).

Brannick and Coghlan (2007) have found that being a native researcher must not be perceived as problematic in all cases, but they confirm that it has its drawbacks like falling into the trap of thinking they know too much. A valid fear that may steer the researcher away from the real situation, and the other findings they might generate. Also, Van Heugten (2004) supported the use of personal settings and experiences to be researched and provided solutions to avoid bias through data triangulation and countertransference concepts from psychology to eliminate these. Interestingly, Parsons and Rowling (2015) argued that there is always confusion between being an insider, or an outsider because not all cultures are homogenous. Hence, the researcher might end up researching a group within their own culture that does not truly represent them all. They state that being open and transparent about one's personal experience should be used to limit bias within the research. That's why in order to limit bias in this research, the researcher has registered in a foreign university with supervision provided by non-Egyptians. This modus operandi gives both an insider perspective, whilst being supported by an individual outside of the context.

Specifically, in qualitative research where the researcher is involved as a participant in collecting the data and is subject to building research relationships with data subjects, it is important to mention that the researcher in this study falls into the same age group of the population of interest. Starting their investigation at the age of 28 and expecting to finish the study within the age categorised as a young adult (as per the definition of this research). This means that there is complete membership by the researcher in the subject's group, which would add to the extent of researcher involvement and contribution to the research process from design to analysis. This closeness in age group and complete membership in the group of interest would allow openness, trust and acceptance as detailed by Dwyer and Buckle (2009). However, such membership could also only provide deep insights into common factors between the researcher, and the participants, and de-emphasise what is not common between them. This could be limited by both primary research about the sample and the experience of the researcher in conducting the data collection.

The researcher being an insider shares many common characteristics with the subjects like language, which contribute additional value to the position of the investigator in this study. This is specifically supported by the fact that the researcher speaks the language of locals (Egyptian youth), which provides two different perspectives regarding the researcher's position. The positive approach includes the fact that Arabic is the first

language of the researcher. This contributes to ease of understanding and analysis of data such as online discussions and secondary resources in media etc. and may also eliminate barriers with the respondents (Brannick & Coghlan, 2007; Dwyer & Buckle, 2009). It also gives a lot of methodological options by providing a researcher/translator role which brings attention to a lot of cultural meaning as noted by Temple and Young (2004) but would still provide the insider/outsider debate as outlined before. The alternative in analysing a context such as that proposed in this research is through English language content that could be found in the form of the resources needed. Yet, this provides access to subjects from a minority group only, those who are able to communicate in English.

In addition, the researcher believes that their lived experiences and background help to shape their research. After experiencing the uprisings in Egypt in 2011, the researcher decided to focus their efforts on how to support the different components of the Egyptian community benefiting from using social media. Thus, their lived experience, professional and academic backgrounds all contribute to their increased attention towards social media and how it can help influence change and develop the local communities in Egypt.

Moreover, there are many other characteristics of the researcher that may have an influence on their study of the subjects. These include, but are not limited to, the socio-economic background and gender. Last but not least, due to the fact that the study is set in the Egyptian context, the discussion of the researcher position is completed with highlighting the fact that the researcher is a female researcher in a male-dominated society. This places the researcher in a marginalised position through the study, as pointed out by Gurney (1985). Gurney suggests that this detached view of the situation at hand, due to the researcher being marginalised, may give a greater body of knowledge to the researcher. Thus, the researcher can avoid any problematic situations due to being a female by projecting a professional image early on and by listing down all possible challenges. After a process of openness about the position of the researcher in the context of studying this research problem, it is worth mentioning that a lot of attention would be placed in the design phase to yield best results, limit bias, and enable maximum opportunities from reflexivity.

1.5 The Research Contribution

From a practical perspective, this study very much acknowledges the effort accomplished by organisations like GOFE, yet, it presents contributions to enhance practice. Accordingly, this study not only provides actual strategy recommendations for enhanced

GOFE presence, but it also provides implications on the audience reflection on policy discussions. Given the current presence of the Egyptian Government on SNS, this study offers an opportunity for leveraging presence by focusing on the role of central Government.

In addition, this study is the first to provide a list of step-by-step recommendations that public sector organisations can use as an opportunity to enhance their communication on SNS. Specifically, to date, no studies were found to provide recommendations based on actual users reviews and options. More details can be found in Chapter Eight in the section of recommendations. More on practical contributions and recommendation for practice are present in Chapter Eight.

From a theoretical perspective, this study is positioned as the first to provide a model to investigate overall Government presence in Egypt. Accordingly, this study offers a number of contributions. To demonstrate, firstly, a vital contribution from this research stems from the fact that it embeds marketing theory in a digital research context. In addition, this study contributes to gaps in burgeoning literature on SNS from various disciplines. Specifically, this is achieved through its findings on social capital, trust, overall the Government representation and the whole communication model.

Secondly, this study investigates the whole communication process of sender, receiver and content to address relationship development and trust. It places weight on topic and target audience and links them to outcomes like relationship development and trust.

Thirdly, specifically this study focuses on SNS role in government-citizen communication in specific. To date, no research has brought together youth, entrepreneurship, and Facebook and The Egyptian Government. Again, more details are discussed in Chapter Eight.

1.6 Structure of the Thesis

In Chapter One, details regarding the background to the research problem are discussed. This discussion outlines the reasons for performing this study in Egypt. It also explains the focus on Youth and GOFE. These explanations are all packaged within the research's broad objectives and specific research questions. Furthermore, the position of the researcher is explained for the purpose of reflexivity. Finally, an overview of the study contributions is presented.

Chapter Two, the literature review is divided into three main parts. The first part is focused on the framing of SNS in this research. In doing so, the researcher establishes the parameters of SNS in the current investigation. This includes a multi-theoretical perceptive into understanding the use of SNS. Further to that, the second part of the literature is dedicated to marketing theory, specifically the political marketing theory. In this section, previous work combining marketing and politics is overviewed. Especially the need for focus on the government on social media is embedded. The third section focuses on Social Capital theory. This section focuses on measures and elements that bring the reader closer to the theoretical notions developed through this thesis. The Chapter concludes with the development of the notion of trust in the context of this thesis.

In Chapter Three, the research methodology outlines a detailed description of the problem at hand, the research model, key stakeholders and procedures. Specifically, it includes a detailed discussion of the pilot study and platforms of interest. Hence, it contains a full description of the philosophical assumptions and methodological choices. These also include the procedures for data gathering, sampling and analysis. Synthesised, it provides a step-by-step explanation of the approaches and decisions taken to examine the current research at hand.

Chapter Four takes the research process a step closer to data and meanings. In this Chapter, the model of data collection is covered in depth. First, the framework proposed for data gathering from Facebook accounts is being presented. This includes both observatory data and data acquired from the pages. Second, the interviews both with Youth and GOFE are developed in-depth and linked to the research questions. In addition, this chapter covers the operationalisation of the coding and analysis approach to the findings of each of the data collection tools.

Chapter Five provides the key findings that emerged from the study of Facebook pages of GOFE. These findings are presented in the form of themes. The notions discussed in each theme are supported with screenshots and field notes that are gathered and referred to in Appendix B of this document.

Chapter Six presents the main findings from the interviews conducted with GOFE staff and Youth (users). The chapter proceeds with the discussion of the interviews conducted with GOFE staff and then the interviews with Youth (users). The findings are relayed through themes; a similar manner to the one in Chapter Five. Support for the findings is presented through direct quotations within the text.

Chapter Seven brings together the findings of Facebook data and the interviews by focusing on the research questions and their objectives. Hence, integrating the findings while highlighting alignments and divergence. This allows for the revealing of the theoretical contribution by discussing the findings altogether. This discussion also offers implication to policy and research.

Chapter Eight starts with further summarising the key discussion elements of the research. In addition, it includes the contributions, recommendations to stakeholders, limitations of the study, and their future implications for future research. Finally, this thesis will also include an appendix of extra material of relevance.

Chapter 2 Literature Review

The purpose of this chapter is to present and discuss the previous studies and theories relevant to the current investigation. In order to address the research theme at hand, this literature review starts by introducing the SNS phenomena. This includes a site and user perspective with special emphasis on SNS and politics. The second part of this chapter forms the understanding of the political context of this study. This section offers a contribution of marketing theory to the investigation by discussing the role of key theories in marketing and how these have an impact on the current study. Also, previous research on the application of social media in the government is highlighted. The third part explores theories from multi disciplines with an aim to investigate in what way can relationship development and trust be possible through online interaction in the context of this research. Each of the three parts discussed in this literature review ends with a summary that brings together the main points of the discussion presented.

2.1 Critical Introduction to SNS

The literature has highlighted that the process of defining the concept of SNS is not simple and is considered challenging. Indeed, as will be discussed in the rest of this section, ideas like the rapid rate of innovation, the ever-developing features, and the use of more than one name to describe such are amongst the reasons for that challenge. For example, according to Ellison (2007), the challenge in defining SNS is due to the difficulty of setting boundaries to its features, its' fast pace of innovation and change and the fact that services provided by SNS could be provided by other technologies. Obar and Wildman (2015:746) express the challenge of the speed of change succinctly by stating that "social media technologies include a wide range of PC and mobile-based platforms that continue to be developed, launched, re-launched, abandoned and ignored every day in countries throughout the world and at varying levels of public awareness".

Another challenge is the neighbouring terms used interchangeably with SNS. For instance, Zhang and Leung (2014) further provided evidence that SNS are rapidly evolving phenomena in terms of technological and user changes. They suggest that both the terms "social networking sites" and "social networking services" have been interchangeably used in literature to describe the platforms. They also added that features of interactions of users are parallel to daily life, which opens windows for new research opportunities. Ellison (2007) has also contributed to the differentiation between the terms

commonly used interchangeably like between social networking sites versus social network sites. SNS describe the websites in which a user can initiate relationships with strangers, and that aspect of “networking” is not a distant characteristic from other forms of computer-mediated communication, but rather that the “articulation” of a user’s network is what is unique, since it allows others to connect with others (Ellison, 2007). This argument is also supported by work of authors like Obar and Wildman (2015), which explain that the idea of social network creation is a dilemma in explaining what SNS are because other technologies like the phone can also enable the same.

Amid the aforementioned discussion, the social media term could be thought of as the closest in use to SNS. This is supported by authors like Kaplan and Haenlein (2010). To further demonstrate, authors like Ellison (2007) use the terms social media and social network both to express one platform. Previous studies like Han (2018) have used SNS like Facebook and Twitter to refer to social media. Another definition which uses both terms includes that social networking websites as Facebook are one of the forms of social media platforms (McIntyre, 2014). Therefore, the terms social networking sites, social networking services and social media are interchangeably used among scholars to refer to the same platforms, unless specified else wise. As a result, the terms SNS and social media are used interchangeably in this thesis. This notion was similarly adopted by the work of authors like that of McIntyre (2014).

With regards to how previous studies have described the concept of SNS, Ellison and Boyd (2013:9) explained it as “a networked communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume products, and/or interact with streams of user-generated content provided by their connections on the site”. Feasibly one of the most distinguishing characteristics of SNS according to Zhang and Leung (2014), is the articulation and visualisation of an individual’s social network. This can be seen on these websites as the number of friends, mutual friends, joined groups etc. This feature implies how users can visualise their potential of influence and the possible value that they can gain from their connections.

Scholars like Huberman et al. (2008) have added important criticism regarding this aspect of network visualisation in the definition of SNS as discussed by Zhang and Leung above. Their argument is that the name and basic definition implies that one is connecting with

a list of friends with whom they have on their profile, while in reality people only connect with some on the list of those listed as “friends”, “followers” or “fans”. They suggested that a link between two people on SNS would not necessarily mean they are communicating and that some connections can be useless when there exists a hidden network. According to them this is of importance to politicians, companies and advertisers. All of whom are interested in the diffusion of word of mouth through such networks and therefore attention must be paid to the fact that some connections could be useless.

Consequently, in order to solidify the definition, this thesis pursue for the special and common features of the platforms of interest. According to previous work like that of Kaplan and Haenlein (2010), Ellison (2007) and Obar and Wildman (2015) social media websites were distinguished according to features like, the ideology of web 2.0 which includes shifting from consumption to participation, the user-generated content which is considered the “fuel” of these platforms, the creation of profiles etc. This last specific feature was described as the backbone by Ellison and Boyd (2013). This backbone notion was indicated to be due to the fact that SNS are able to display a list of friends of one’s network, who are also users. This feature is very unique to SNS and shall be the basis of the discussion in the arguments of this thesis for the aspects of social capital creation in section 2.3.1 of this chapter.

As a conclusion, according to the previous discussion, the definition of SNS in this study follows the approach of Obar and Wildman (2015) and McIntyre (2014) in shaping clear outlines to the concept of SNS. More specifically for this study, SNS are services where:

- Users have profiles
- Users connect with their networks and form relationships with other connections
- Users create networks by joining groups and other networks
- They represent/list their networks whether new or old
- Generate and share content (videos, text and images)
- Create powers of the collective
- Enjoy democratisation of content

2.1.1 Assessing the SNS Scene: A Site and User Perspective

Having discussed the direction of definition for SNS used in this study, this section aims to further contextualise the dynamics of SNS and its digital culture. To achieve so, the upcoming section reviews the SNS scene across literature by discussing how previous studies have approached the topic from both a site and user perspective. To elaborate, the focus will be on how previous studies choose to address SNS through various categorisations, like the popularity of some SNS, the number of active users, the type of users as will be discussed next.

First, much of the current literature on SNS has looked into some form of categorisation of site and user. To further explain, to date several studies have classified SNS according to differentiation in their kind and their popularity. For example, Ngai et al. (2015) argued that the interaction level would determine which kind of website technology it is. Their interaction level range included weak where users would share only media like photos and videos and strong where users would interact directly. Further to that, authors like Men and Tsai (2013a) and Huberman et al. (2008) argue that Twitter is not just a microblog and it encompasses many of the features of an SNS. As with regards to popularity, Obar and Wildman (2015) have computed a table of leading social media websites measured in the number of active users (with data retrieved in March 2015), this table highlights that Facebook came number one with 1,415 billion active users. In line with that, other previous studies like that of Zhang and Leung (2014), have highlighted some research patterns across literature from 2006 – 2011 in studying SNS and social media. Their findings regarding objects being studied show that Facebook was the most researched. Market share data has supported this further with Facebook argued to be the market leader with a total of 1590 million active users (Statistia, n.d). More specifically, in the Arab countries, in 2014, 87% of SNS users used Facebook, followed by WhatsApp, YouTube, Instagram, and Twitter with only 32% (Statistia, n.d). Meanwhile in understanding which sites outperform each other, then McIntyre (2014) has outlined a niche website theory approach. In this approach, they explain that there are arguments over the popularity of Facebook with some scholars believing in its decline and expecting further decline. Sherman (2012) believes that this will not happen and that the Facebook phenomena will continue since the trend now has moved away from functionality to targeting specific niche groups rather than the mass population. According to McIntyre, with the continuous increase in the number of SNS, they do not intend to compete or outperform, but rather they intend to appeal to specific niche targets.

Secondly, a different categorisation to the SNS would be through their users. This includes users' classifications such as age, interaction, involvement, engagement and behaviour. A great deal of scholarly work has described the users of SNS or social media in terms of their demographics. Age has taken a lot of attention when describing the online population of SNS. Specifically, much research has drawn light on young adults who compose a large section of the population on SNS, for example, the studies of Abbas and Mesch (2015) and Dunne et al. (2010). The increase in use by young adults was related to many important social issues like politics in the work of Xenos et al. (2014) and other topics like education and psychology. Statistics show that this age bracket is still important when it comes to the population on SNS platforms as expressed in the statistics of Pew Research Centre (PEW, 2014). Indeed, in another report, it was reflected that globally younger adults were more likely to report using social media than other age groups (PEW, 2018). Also, in the US PEW has reported that 90% of those who reported the use of at least one social media website were 18- 29 (PEW, 2019). On the other hand, other groups are starting to gain the attention of research, for example, those younger or older than young adults (e.g. Anderson & Jiang, 2018; Hunsaker & Hargittai, 2018). In a recent study by Zhang and Leung (2014), they conducted a review of SNS research in communication journals across the years 2006 to 2011 which revealed that most studies have focused on university students, with fewer studies focused on school students, and people aged 10-19.

Another direction in the literature is to discuss the users of online platforms through their behaviours. For instance, Madupu and Cooley (2010) in their work used the approach of Burnett (2000) in identifying participants of online communities based on their interactivity where they can be interactive, or non-interactive. The non-interactive users of online communities were referred to as "lurkers", which are users who only browse the communities and read content (Madupu & Cooley, 2010). In fact, passive engagement is rather a natural result of weak ties online, this will be further discussed in the social capital section. Yet, Mkono and Tribe (2016) argued that this classification would not explain the actual nature or content of posts. On that note, Gong et al. (2014) have suggested that for a well-represented sample of research on SNS users' opinions on a certain issue, the research must include the issue specifically of silent users or the i-silent user. Zhang and Leung (2014) have referred to the further focus of research on certain characteristics of users like their status of a relationship, university alumni and new users.

Amid that, previous work like Fieseler and Fleck (2013), has highlighted bias in social media users, and that only a group which are the elite contributors dominate the system.

Other attempts to understand the users of social media is through the establishment of frameworks to explore their roles as network users. As an example Bechmann and Lomborg (2013) who looked at the value created by users through both a user-centric and industry-centric approach. In the user-centric approach, they categorised the user as someone who interacts to belong and create relationships, someone using social media as a tool for gaining information and expertise and as someone who constructs profiles to present themselves. Further categorisations have been explored in the literature based on the level of involvement like the work of Kozinets (2002), which described users as tourists, minglers, devotees and insiders. Tourists who were not strongly connected to the community; minglers who have strong ties but are not interested in consumption; devotees who are higher in consumption interest but low in community connection; and finally, insiders who are highly engaged both in consumptions and in ties. Engagement forms were also used to categorise users; this will be reviewed in the next section. The online engagement was broadly categorised into either behavioural or emotional engagement in the study of Singh et al. (2010). Behavioural engagement in the work of Singh was described as following, recommending, or writing conducted by the user. While emotional included all possible activities, a user can do to interact with a brand online, other than to purchase. According to Vivek et al. (2012), Mark Ghuneim introduced four levels of engagement. These levels ranged from a minimal activity like following a page, or joining a group; medium like voting, rating and liking; higher stage included those who upload and create content “content creators”; and finally the highest stage which is described as “social” and refers to creating communities and networking. Engagement takes different positions in the research; it is further explained in the context of determining the use of SNS (see section 2.1.2) and in the development of trust (see section 2.3.2). With an understanding of the users of SNS, in the next section, the determinants will be discussed.

2.1.2 A Theoretical Understanding of the Determinants of Use of SNS

As rationalised in Chapter One, understanding the impact of SNS use by young adults is vital to this thesis. It, therefore, is crucial to understand the theoretical perspective that enables the understanding of why people join SNS platforms. It thus seems relevant at this point to review the theories underlying many of the current research investigations analysing individuals and their motives to use media artefacts and platforms. The

theoretical approach is based on media theories, psychological theories and information system theories. The structure of this section follows a multi-disciplinary approach towards understanding the determinants of SNS use. The choice of such an approach goes back to the fact that the author of this thesis argues that since SNS rise in popularity, the digital platforms have gained the interests of multi disciplines to embrace its highly diverse nature and provide a more profound understanding. The following series of paragraphs explore the theories that are perceived as most relevant to this thesis.

2.1.2.1 Media Theories

According to previous scholars like Ruggiero (2000), the Uses and Gratifications theory has been widely used to explain behaviours towards a new communication medium, like the internet and SNS. The theory was applicable also to earlier mediums like radios and televisions. According to Rafaeli and Ariel (2008), the Uses and Gratification theory was first suggested by Katz, et al.(1974) in their book ‘The Uses of Mass Communication’ and is premised on the works of human psychology scholars like Maslow, who published a lot of work on the human needs that lead their activities (Rafaeli & Ariel, 2008). With a focus on each user as an individual, this theory suggests that audiences are active, rather than passive in selecting media that will satisfy certain motives that they have (Rafaeli & Ariel, 2008). Thus, this theory is centred around one concept, which is what do people do with media, rather than media effects on people, and can be used to explain how media users select to use certain media to fulfil and gratify certain psychological needs (Wei et al., 2015) and how these motives shape audiences’ attitude towards the medium (Ko et al., 2005).

According to the Uses and Gratifications theory, motivation is critical in determining the choice of media, specifically for traditional media entertainment, social integration and personal identity are some of the main drivers of motives for media use (Tsai & Men, 2013). These have also been argued as relevant to SNS use. According to Rubin (1986), there are five main groups of desires that media products and/or platforms could satisfy these are; cognitive, affective, personal integrative, social integrative, and diversion needs. However, when it comes to the internet as a medium, these motives provide a very basic understanding of the complexity of two-way communication (Rafaeli & Ariel, 2008), in particular, studying SNS communication through a Uses and Gratifications lens requires further development. These themes highlight some of the limitations of such application which will be highlighted in the next paragraph.

Critics have argued that the Uses and Gratifications theory has drawbacks in mixing between the operational definitions of variables and their model of analysis which leads to a deficiency in the theoretical defence of the model itself as cited by Stanford (1983). Other concerns related to the theory include that there is a perceived exaggeration of the concept that the audience is free in their choices of media explanations (White, 1994) when in reality choice can be determined by more than personal motivations. Wimmer and Dominick (1994) have three major criticisms of the basic concepts in the Uses and Gratifications theory these are; the notion that the audience solicit an active attitude and that behaviour is a goal, also the fact that media selection is a process that is up to the individual, and finally that media use is a product of environmental factors, personal factors and social interactions. On a final note, researchers such as Ruggiero (2000) suggest that the application of Uses and Gratifications as a theory to understanding media phenomena has failed to give a good judgment between gratifications sought and gratifications obtained.

Based on those arguments, it was found that the internet contributes to updating the theory. For example, it was argued that the interactivity and novelty presented to a communication platform by the Internet as a medium, presents an opportunity to further apply the theory in new contexts (Rubin, 1986). In fact, it was found that the Internet offers concepts that need to be recognised in relation to the Uses and Gratifications theory (Ruggiero, 2000). These concepts are the nature of the audience, asynchronous media and the interactivity (Ruggiero, 2000). Also, the high levels of customisation possible were found to be of vital consideration (Williams et al., 1988). SNS platforms, are great in contributing to the development of new media forms and thus are thought to be perfect for review through the Uses and gratifications approach (Dunne et al., 2010).

Some audience motivations seem to be specifically applicable to the social media context and were not relevant to earlier media forms. For instance, remuneration which is a reward motivation towards participating in a community; and empowerment in joining these platforms to channel users' opinions and influence (Wang & Fesenmaier, 2003). Wei et al. (2015) used the Uses and Gratifications theory as a base to build a framework based on motivational needs and interactivity to gain an understanding of the reasons for which users maintain an SNS presence. Their findings imply that social and information needs among other interactivity aspects were the most determining factors of the user's stickiness to SNS. Also, Tsai and Men (2013) explored the motivations which lead to engagements with brand pages using perspectives derived from application of the Uses

and Gratifications theory. Their findings revealed that remuneration and reward were the most important motivations followed by the motivation to obtain information. Interestingly, their sample valued entertainment on pages rather than its value empowerment or social integration. The exploration of Uses and Gratification theory has highlighted the role of individuals in being active in the selection of media (specifically SNS) based on their gratifications, next to the role of the personality of the individual themselves in predicting the use of SNS. The Uses and Gratification theory discusses how users gratify their information needs by media uses. Yet, it does not focus on the audience, nor their link to society and media (Ball-Rokeach & DeFleur, 1976). Accordingly, the relationship between audience, media and society is explained next by the Media Dependency theory.

To understand the dependency of the audience on media for information, this section reviews the Media Dependency theory and how it was altered by the rise of social media. According to Ball-Rokeach and DeFleur (1976:5) “the conceptualisation stresses as a central issue the dependency of audiences on media information resources- a dependency that leads to modification in both personal and social processes.” Such a relationship explains the changes in cognitive, affective and behavioural aspects to people based on the information from mass communication. These propositions are based on a tripartite relationship between audience, media and society as cited by Ball-Rokeach and DeFleur (1976).

The Media Dependency theory has been applied to a variety of work in understanding users’ reliance on SNS like the research of Lee (2012), Men and Tsai (2013a), Hwang and Kim (2015), and Akkaya et al. (2018). For instance, Tsai and Men (2013) have also based their assumptions on scholarly research which suggested a relation between media dependency and attitudinal outcomes like trust, involvement and engagement with brand communities. They also hypothesised that accordingly reliance of users on social media would affect their engagement with online communities on sites like Facebook. The work of Lee (2012) was based on the notions that in cases of societal uncertainty, users are most likely to depend on social media for information. This is also supported by Hwang and Kim (2015), who argued that with the multiple media options facing consumers, they tend to choose a medium that they can rely on and that they perceive can best provide them with information. With the rising popularity of social media, many consumers now choose to focus and depend on social media as the main source of information for them (Fuscaldo, 2011). On the other hand, it is argued that by democratising information and

allowing user-generated content, SNS have changed the primary concept of Media Dependency theory since users themselves simply create the media and consume it. Thus, the original relationship where users had to rely on media for information is now different. Therefore, from the same media, now audiences have different sources of information from the creators and other users and can even interact and reply to that (Lee, 2012).

2.1.2.2 Theories in Psychology

Personality traits were found to have a substantial role in predicting the use of SNS by young adults, as argued by authors like Wang et al. (2015). The model of the Big Five personality traits was found to be common in linking personality traits to SNS (see the work of Hughes et al. (2012) and Huang (2019)). Specifically, traits such as shyness and sociability were found to be of impact. Indeed, these more specific traits were found to be better predictors of use than broader items such as the big five dimensions of personality as discussed in the work of Wang et al. (2015). Previous scholars have established debates on the influence of shyness and sociability. For example, sociability was found to be positively related to SNS use. This is because, it reflects the desire to belong and have conversations (Gangadharbatla, 2008). Also, shyness was found to be positively related to SNS use as confirmed by Wang et al. (2015). To further demonstrate, shyness was found to be related to SNS use when the users tend to be passive engagers (Ryan & Xenos, 2011).

In addition to the literature on personality traits, Physiological Ownership theory was found to be of influence on the understanding of SNS users. This theory is based on the fact that people have the need to own (Burk, 1900). Ownership in this context is not necessarily the feeling one feels when they own a certain object, instead it is the feeling of being emotionally tied to this object (Pierce et al., 1991). These feelings of ownership come from psychological origins, or roots, that help individuals to better understand them, these are the need for having a place, need for self-identity and need for efficacy (Pierce et al., 2001). Karahanna et al. (2015) have undertaken research relating social media to the Psychological Ownership theory, in which they argue that social media offers a great platform that motivates the creation of physiological ownership even though social media cannot be owned, the special characteristics of social media like the virtual presence, communities, and belongings are the aspects that can be owned. To support this, they developed a model that concludes with support for their main idea, that psychological ownership motivation is a determinant for social media use and that the psychological

ownership needs create these motives. Further to that, the next paragraph explains how individual abilities would determine their use of SNS.

Regarding the relationship between the user abilities and their use of SNS, Internet self-efficacy is a principle that was found to help illustrate the relationship. Originally a person's self-efficacy is their self-belief to achieve a certain job (Bandura, 2000). With regards to the Internet, it was found by Igarria and Iivari (1995) in Wang et al. (2015) that those users with high self-efficacy need the relevant skills to connect to the network and use its different services. And so, people with high self-efficacy were high users of the internet (Eastin & LaRose, 2000). Yet, authors like Hocevar et al. (2014) argue that perceived social media self-efficacy is different than that with the internet generally. Accordingly, in the context of SNS, studies have found that effort expectancy (Sun et al., 2014) and confidence in abilities regarding sharing a comment and updating a post and such social media activities (Wang et al., 2015) can also be positively related to SNS use. To further support, Park et al. (2015) found that self-efficacy affects the social media experience. Yet, with regard to digital skill levels, previous studies have found no relationship between digital skills and frequency of use of Facebook (Correa, 2016)

2.1.2.3 Technology Acceptance

The Technology Acceptance Model (TAM) explains why certain users adopt behavioural intentions towards using a certain technology based on its perceived usefulness and ease of use (Davis, 1989). Thus, according to Davis, acceptance of technology is based on two variables: perceived usefulness (PU); and perceived ease of use (PEOU). PU is explained as the extent to which the technology is perceived to improve a certain performance and PEOU is the extent to which the technology is perceived to be effortless in use. To gain a more comprehensive insight into TAM, a brief about the theories that lead to its development is essential. TAM is derived mainly from the theory of Reasoned Action (TRA) and from the theory of Planned Behaviour (TPB). According to Fishbein and Ajzen (1975), TRA has been used to explain expectant behaviour in many situations. Based on behavioural intention as a predictor rather than attitudes, TRA thus suggests that an intention for a given behaviour would lead to a person's behaviour as suggested by Davis (1989). This theory established that there could be individuals who can be perceived to have little control over their behaviours. This leads to a further contribution to the theory of Perceived Behavioural Control and leads to TPB.

TPB explains that a person's certain behaviour is formed by their intent to perform it, this intent is determined by three variables, attitudes towards the behaviour, perceived

social pressure or subjective norm, and perceptions on the extent that the person will manage to get involved with the behaviour (Marangunić & Granić, 2015). TPB has been criticised by Lucas Jr. and Spitler (1999) regarding the basic assumptions underlying the model: that individuals are very logical in the actions they take and that they make very systematic decisions; there is no inclusion of personality factors; it eliminated demographic variables; and assumes that perception of behavioural control leads to actual behavioural control. With the limitations of TRA and TPB being considered their application to different contexts has continued and succeeded for years until they failed to apply to the acceptance of information systems and technology generally. This is when TAM was developed.

Perhaps the most important changes to TRA and TPB in TAM were: the elimination of the subjective norms and the only focus is on the personal attitude; and the identification of two main variables as ample to explain acceptance (PU and PEU) (Davis, 1986). Both TAM and TRA strongly argue that when the intention to act exists there would be no boundaries to act (Leng et al., 2011). Further refinements have occurred to TAM to add consumer attitude towards use to PU and PEOU in predicting acceptance. However, TAM has missed out on a few assumptions including the effects of social influence, like the subjective norm, voluntariness, and the image thus TAM 2 was developed by Venkatesh and Davis (2000). In their work, Venkatesh and Davis explained that subjective norm is the perception one holds on whether they should or should not do a certain behaviour based on what most important people to them think. Also, voluntariness was explained as the degree to which adopters perceive the decision of adoption to be non-mandatory. And image was referred to as the image established in one's system based on their use of innovation. According to Qin et al. (2011), through the application of the theory, PU has proved to be a major predictor of technology and thus TAM 2 was developed to identify variables that predict PU. These variables are the subjective norm, image, job relevance, and output quality and demonstrable results.

Additionally, social psychology scholars have drawn attention to the important relationship between social influence (which is how a person behaviour is influenced by others around them) and behaviours (Qin et al., 2011). Specifically, theories cited in the work of Qin et al. (2011) like Social Learning theory and Conflict Elaboration theory explain how individuals learn from each other, and how people consider how a decision can affect their relationships with those around them. Consequently, there has been support throughout literature for the notion that social influence has a major role in users'

behaviour towards technology adoption. Previous studies have investigated the social influence of the impact on the use of technologies like games online (Hsu & Lu, 2004), electronic messaging and blogs (Hsu & Lin, 2008).

These studies have indicated impacts such as users have joined Facebook due to friends' referrals (Govani & Pashley, 2005) or they have joined other online communities to socialise and network with others (Ning Shen & Khalifa, 2008). The study at hand is interested in investigating the determinants of use of SNS, specifically therefore, TAM and TAM 2 contribute to the body of theory in such investigation due to the fact that SNS are technology led, and thus TAM and TAM 2 can be applied to understand the user behaviour on these. Additionally, there has been a vast application of TAM and its extended versions to many aspects of the Internet like who have stated that TAM is sufficient to predict the intention to visit certain websites.

In studying the SNS context, previous studies have applied TAM in their investigations (e.g. Bailey et al., 2018; Dixit & Prakash, 2018). In their work on understanding the use of SNS, Girona and Korgaonkar (2014) expressed that while these theories have been used to explain the attitudes and intentions towards SNS, it is argued they miss out on explaining the determinants of these attitudes and intentions in the first place. Consequently, Decomposed Theory of Planned Behaviour (DTPB) was developed to further comprehend the context since it includes a lot of common variables with the TAM and TRA. DTPB was thus developed by as development of TPD, which is an extension of TRA as mentioned above. Thus, Girona and Korgaonkar have used DTPB in order to explore further reasons why people use SNS. Their results show that the number of determinants plays a role in the use of SNS; however, some determinants might vary according to the activity under investigation.

Further to the above, previous studies show that each study can add variables to TAM to suit the investigation (Dixit & Prakash, 2018). Examples from previous work like Bailey et al. (2018) and Przybylski et al. (2013) show that the theory of the Fear of Missing out (FoMo) was added to their application of TAM in the context of SNS. According to Bailey et al. (2018:12), FoMo was explained as “the fear that everyone else is having more fun, better jobs, more rewarding experiences and so forth”. Findings in applying the concepts of FoMo demonstrate that it can explain SNS use (Przybylski et al., 2013). Moreover, in the context of SNS previous studies show that attitude was found to be an

incremental addition to TAM due to SNS being determined to be entertainment platforms (Lin, 2006).

As a conclusion, the purpose of this section in the study was to review some of the most relevant theories to understand further the factors that affect why people participate, join, use and rely on SNS. One of the concrete aims of this thesis is to investigate what happens when youth use SNS; therefore, it seems critical to review these factors, or determinants, to SNS use to gain a full picture of the scenario. This section of the literature review highlights a gap in the literature focused on the adoption of behavioural theories from across multiple disciplines in order to understand what causes the consumers of SNS to use sites like Facebook and Twitter. With a background to the SNS and what motivates a youth user to use, or join them, the next section provides the other end of the scenario of young adult's reliance on SNS.

2.1.3 SNS and Politics.

The communication landscape has changed due to the rise of social media as noted by Shirky (2011). He notes that citizens and the public now have a greater chance of collaborative action, more participation, and increased access to information and public speech. Indeed, social media was found to have developed into a hub for political engagement (Larsson & Moe, 2012). This is despite early scholars being conservative of the impact of technology on politics as cited in Xu et al. (2014). Regardless, today, citizens, government and news advocacy groups all have invested in a social media presence to reach out to the public interest and achieve their goals. One of the most interesting models of the impact of social media on politics is the emergence of the concept known as Citizen Initiated Campaigns. Perhaps this is one of the ways that can explain how social media positioned the user to have much power over important tasks (Gibson, 2015). Also, recently attention was given to new concepts such as digital political consultancy as discussed in the work of Cacciotto (2017).

Overall, previous research on SNS and politics have approached a variety of ideas (e.g. Bode & Dalrymple, 2015; Gibson, 2015; Klischewski, 2014; Mainka et al., 2014; Vesnic-Alujevic & Van Bauwel, 2014; Young et al., 2014). Yet, a large amount of literature was found to focus on elections and voting. To support, Cameron et al. (2015) argued that the focus on the relationship between SNS and elections is specifically after the Obama presidential campaign. According to Cameron et al. (2015) that campaign has set a high benchmark on the power of social media in connecting with the public and especially

those individuals thought to be disconnected from the political spectrum (for example, youth communities). This continues to be the case with more work on the 2016 presidential election in the US (see the work of Ryoo and Bendle (2017)). To demonstrate, in the 2016 US presidential elections, Trump's campaign was categorised as being more amateur in content than professional when contrasted to the approach of Hillary Clinton (Enli, 2017). Also, studies have shown that the retweeting of Trump's posts on Twitter has increased his coverage by news media (Wells et al., 2020). Regarding Twitter use, Trump was found to be more engaging in retweeting. This entails that Trump's campaign had less control over message when contrasted to Clinton's approach (Enli, 2017). Even during the first two years of his presidency, Twitter was found to provide Trump with access to a range of marginalised groups and political opposers (Coe & Griffin, 2020). As for the 2020 US elections, research suggests that Trump's larger fan base has allowed his campaign to leverage the use Facebook more than Biden (Hotham, 2020).

More global examples of the use of digital landscape for public relations include that of Modi's representation in the Indian context. Indeed, studies show that Modi heavily relied on social media governance rather than traditional media to communicate directly with the public in India (Rao, 2018). This has led to the rise of a brand known as the 'Modi Effect'. Such brand is highly categorised with the wide use of social media to communicate a strong message. This approach has endeavoured to be different from the usual Indian history of representational democracy (Rao, 2018). Studies reflect that Modi leverages on credibility as a key dimension for the success of his social media techniques (Varsha & Ganesh, 2020). To elaborate, it was evident from his social media presence that first it reduced the distance between the leader and the voter. Second, the voters were able to send their queries directly to the leader.

However, there have been arguments as to the accuracy of social media being used in predicting results, especially on perspectives which view the use of social media in isolation from other factors in the offline world and the wider environment which also has an impact (Cameron et al., 2015). Contrary to such argument, conversations on social media as contrasted to traditional polling was found to be a stronger predictor of the actual results of major events. These included the UK Brexit Referendum and the 2016 Presidential campaigns (Trump Vs Clinton) (Hall et al., 2018). Still, many studies continue to investigate the role of SNS in attaining votes and affecting the voters' behaviour through a variety of ideas. For example, the study of Gorodnichenko et al. (2018) investigated the reliance on the automated agents (bots) for the fast dissimulation

of information on Twitter during major political events as the UK Referendum on Brexit and the 2016 US Presidential elections.

In addition, previous research has focused on how SNS users can spread the political message. For example, Parsons and Rowling (2015) believe that if politicians let go of control and believe in two-way communications, they will reap a lot of the benefits that social media can bring. To address this direction, they explored application of the Relationship Marketing theory. They argue though that until now there is a question as to whether social media is going to be compelling enough to encourage relationship marketing management by politicians, or not. Previous studies have also highlighted the power of individuals in spreading the message. For example, the role of people in the diffusion of political material on SNS through the perspective of the Two-Step Flow Model of communication which has been investigated by Karlsen (2015) in the context of SNS. The understanding of politician's use of SNS to gain more votes and influence was of interest to Bode and Dalrymple (2015). The study confirmed that the Twitterverse is full of subpopulations interested in politics and that these could be well targeted by politicians especially that they could go beyond online worlds with their interest. Moreover, to predict election outcomes some studies have focused on the discussion on Twitter, through analysing the characteristics of Twitter users, and exploring how this can help the flow of information on the platform, through their connectivity, involvement and identity (Xu et al., 2014). While previous research has focused on how SNS like Facebook allows young adults to cultivate their civic value by talking to others on SNS, the study of Jang et al. (2014) focused on what predicts political discussion on Facebook in the first place.

Furthermore, previous scholars have infused the notion of branding to political marketing contexts. In the study of Dean et al. (2015), it shows how to form a coherent and convening brand identity from a combination of relationship marketing and emotional brands. Yet, this study states that further research is still needed to understand how the brand is created in the voter's mind to be able to apply such a framework. Other political marketing scholars like Lilleker (2015) have worked on the role of the website and other such presence online in projecting certain party characteristics that would impact the branding of interactivity. The study of Lilleker found that online interactivity is related to branding but only from a marketing perspective and not through understanding the visitor's needs. Additionally, it shows that only those actors who were interactive on SNS were able to build a strong i-branding strategy. Yet no clear directions into why SNS were

different than a website in building i-branding. Some work has introduced extremely novel mainstream marketing concepts to the political environment like “human branding”. According to Thomson (2006:104) it is “‘a term that refers to any well-known persona who is the subject of marketing communications efforts’”. Speed et al. (2015) believe that political marketing adds a somehow extraordinary approach to understanding this new topic of human branding. This is specifically valid due to the fact that there is always a human brand aspect to the political brand, whether it is a candidate or a leader, and there is always a relationship between the human brand, and the party brand. These two situations are not always the case in business and other applications of human branding outside politics.

In addition, the vitality of the size of the social network, social media use and connectedness in election campaigning were addressed by Cameron et al. (2015). Specifically, in their work, they have focused on the impact of the size of a candidate’s network on Facebook and Twitter. They were able to derive a significant statistical relationship between the sizes of the network; election voting and election result, yet the effect was minimal. Thus, their recommendation was that social media would be mostly relevant in a situation where the candidates are very close in numbers.

In direct relation to this thesis the use of social media as a political marketing tool within the context of the Arab spring and the Egyptian revolution is useful to explore. In this context, researchers like Klischewski (2014) and Hacıyakupoglu and Zhang (2015) have explored the role that social media and SNS have taken in mobilising the crowds and coordinating collective action. Additionally, Kalliny et al. (2018) investigated the link between the Arab spring, social media and the future of consumers in Egypt. There are differing perspectives on the importance of this role. Some researchers believe that more time is needed and that there is still no evidence to the influence of social media to the Egyptian revolution (Papacharissi & de Fatima Oliveira, 2012). Whilst opposing research suggests that the power of the influence of social media has been overestimated by other studies (Badr, 2015). Nonetheless, social media is argued to continue a revolution in the Egyptian society but on different terms. As mentioned by Breidenbach (2015) the society in Egypt continued using sites like Facebook to change how things develop in the communication landscape, this is clear by the large amounts of social capital and connections created by Egyptians are creating and which help spread news like death notices, fundraising for NGOs and using it as a safe space to initiate ideas that might be impossible in the offline world.

Notwithstanding the criticism of the overestimation of the power of social media, SNS still continues to gain a lot of popularity when it comes to facilitating collective actions on many levels in the civic, political, and governmental relationship spheres. While there continues to be a growing number of studies investigating how social media contributes to bringing change in the political context, there is still a strong debate over the power of social media, especially that it requires a great deal of time to determine such impact. In 2012, just a year post the uprising, studies confirmed that reliance on SNS by young adults has a positive impact on trust in government (Arslan et al., 2012). Moreover, work on the Egyptian government has also focused on the vital role of social media, section 2.2.5 of this chapter focuses on government studies. For instance, work was found to investigate the role of social media in building trust (Azab & ElSherif, 2018). In fact, the effectiveness of adoption was also investigated by Abdelsalam et al. (2013). Consequently, the current study argues that in order to reach an understanding of the role of SNS in the political context of Egypt, it seems critical to understand more how marketing theories apply within the political spectrum, in order to find out how these theories are applicable and measurable. Therefore, in the next section, this study reviews marketing theories that can be applied to digital culture, specifically in helping to understand behaviour in the political framework while considering a multi-stakeholder approach.

2.1.4 Summary

It is of no doubt that that the fast pace of innovation of SNS and the multidisciplinary nature of the topic, presents challenges to research in the area. Therefore, it is essential to clearly identify the fundamental aspects of the notion of SNS in relationship to the current investigation. Hence, setting boundaries to clarify exactly what is being researched and what is not. The definition of SNS as presented in this thesis indicates the direction most relevant to the context of the research of this study. In the meantime, the site and user perspective provide examples from previous studies that further enable the research to define the realms of this investigation in using users and platforms as its foci. Also, what contributes to the use of SNS is essential to conceptualising the frames of this research. In that sense, the adoption of the multi-theory perspective in this section provides the theoretical background that guides the investigation of what constitutes the determinants of SNS use within the context of this thesis. Furthermore, the aim of this section is to explain the main aspects of SNS in relation to this thesis, hence the section on SNS and politics critically introduces the focus of this study when it comes to politics. Indeed,

politics – a rather broad concept – is instrumental to this investigation, thus section 2.2 of this literature review focuses on the full political context including the theory of Political Marketing and a focus on studies on government use of SNS. However, for best introduction to the constructs of research, the author argues that it is significantly vital to place the element of politics in this introduction to SNS. Amid this discussion, the approach to this section permits this study to conceptualise as well as contextualise the knowledge of SNS this research chooses to contribute to.

2.2 The Political Context

The aim of this section of the literature review is to contextualise the political aspect of this thesis. Specifically, it is divided into two parts. The first part of this section includes an introduction to relevant marketing theory to this investigation. The theory of Political Marketing is of substantial interest to this study. Accordingly, this section focuses on providing a critical review of theory related to political marketing and its relationship to political communication through social media channels. Such contextualisation will help determine the scope of the term political marketing in this thesis. Marketing theory and previous studies are also utilised in this section to aid in fully comprehending the literature of political marketing. Further on, the section develops an understanding of marketing orientation in this research by approaching a number of other marketing theories that complete a review of the political marketing ideologies discussed. In addition, previous studies and gaps in political marketing will be discussed. Finally, the second and last part of this section reviews the literature on government use of SNS.

2.2.1 Political Marketing: Introduction and Definition

The concept of political marketing has been explored through multi-disciplinary lenses over the past two decades, specifically by intersecting marketing and political science. According to Moufahim and Lim (2009), political marketing as a term explores the application of concepts of marketing in the context of politicians, parties and voters, this results in commercial marketing being applied to the political scene to become political marketing. This is supported by scholars like Lees-Marshment (2003), with a determination that political marketing, is about the application of the business or commercial marketing ideology by political entities. While studying the professional persuader's influence in 1956, Kelly was the first to introduce the term political marketing (Moufahim & Lim, 2009). At that point, marketing was believed to be about persuasion and so as a political tool, marketing was viewed as a social control mechanism (Moufahim & Lim, 2009).

Just like many other concepts, a wide range of definitions for political marketing exists since its birth in 1956. The deeper exploration of the definitions of political marketing, helps to clarify what is and is not included within the context of the term. For instance, The Association of Marketing Advisors (2015) suggests that political marketing is “designed to influence target audiences to vote for a particular person, party, or proposition.” This seems to situate the term firmly as a method linked to an election and other polling processes.

Another approach to political marketing by scholars like Newman (1999:xiii) suggests that political marketing goes further than influencing vote making describing political marketing as “the application of marketing principles and procedures in political campaigns by various individuals and organisations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists, and interest groups that seek to drive public opinion, advance their own ideologies, win elections, and pass legislation in response to the needs and wants of selected people and groups in society”. Between the two definitions of the Association of Marketing Advisors and Newman listed above, there falls a debate on the conceptualisation of the term political marketing. This gap can be expressed in terms of the scope of the concept, since some scholarly work has positioned political marketing only in the framework of elections (e.g. Cameron et al., 2015; Huang & Shaw, 2009; Panagopoulos & Francia, 2009; Vesnic-Alujevic & Van Bauwel, 2014), thus research focused only on political marketing in the process of persuasion or election as the term originally implied in 1956.

In her work, Jennifer Lees-Marshment, provides a confirmation of the broadening of the definition of political marketing provided by Newman, and develops it further by noting that marketing is indeed changing the political sphere, and questioning the potential impact of this; “it represents for marketing the triumph of an approach first originated in business; for politics, it suggests a significant transformation of the way the political world operates. Political marketing subjects politics—the arena of people power, philosophy and ideology—to the most consumer-like forces of business management and the market. Politics could become more responsive to citizen needs and demands, but it might also become consumer-led, which would override professional judgment, lack ideology and threaten the very essence of politics itself” (Lees-Marshment, 2003: :3).

Also, of interest to this thesis, is the role technology has played in contributing to the application of marketing concepts into the political sphere. This is specifically true due to the fact that for politicians, technology has defined their marketing. Agho (2015) argued that throughout the ages, technology has played its role in transforming political marketing processes. From the railroad in 1870 helping politicians to travel to make public speeches for the voting process, finally to the Internet providing a revolution in information sharing and connections among masses which includes access to a multiplicity of political perspectives. According to Cameron et al. (2015)., social media has a significant role to play at different stages in the political marketing process such as in message development and in relationship building.

Further to that, as per Lees-Marshment (2003), political marketing is not yet exclusive for parties, but it offers something for the whole political sphere, including governments. This notion is now even expanded to include citizens, which became obvious from the citizen-initiated campaigns. This concept of citizen-initiated campaigns has mainly emerged due to the evolution brought by digital media to the political landscape where basically the use of social media is directed to outsource campaign tasks to supporters and thus it becomes citizen-initiated (Gibson, 2015). There are arguments that political marketing involves more than just the application of business marketing principles in the political realm. Also, arguments exist over the suitability of the application of a business concept, that of marketing, in the field of politics, especially due to these being vastly different situations. For example, O'Shaughnessy (2001) indicated that the political context and the business scene are not always similar to the extent that concepts and methodologies can be used among both with the same impact regardless of their distant ecosystems.

On a similar note, Lock and Harris (1996) in Moufahim and Lim (2009) have argued that assumptions regarding the equivalences among business marketing and political marketing are rather “superficial” and political marketing must be viewed as different concepts with a need for its own frameworks and terms. Despite much success in expanding on the concept of political marketing in creating customer value, political organisations have not always been confident to apply it to their practices due to the fear of dragging attention away from their core concept (Henneberg, 2004).

Lees-Marshment (2003) supports that it is a valid argument that politics cannot be tailored to a completely different business framework. Thus, it is essential to go back to literature

in political science to understand the nature of the environment. Also, politics is quite unique, and research that only attempts to apply existing models to politics is considered to be limited. But in her work, she outlines that political marketing is not reaching its maximum because the full potential has not been fully explored, and misunderstandings can occur with general political communication work that can be produced without knowledge of marketing theories. She finally suggests that political marketing should create its own models instead of simply applying already existing ones.

The focus on elections in political marketing work extends to the online context. This is believed to be due to the fact that SNS has gained popularity politically during its inclusion of elections that have revolutionised the art of campaigning by introducing SNS platforms. For example, the Obama campaign has magnified the power of SNS, which resulted in a stream of scholarly studies investigating the power of SNS in the electoral process. Similarly, the riots of the Arab spring have increased the popularity of SNS in the Arab region due to belief that SNS has mobilised the crowds during a series of revolutions. Accordingly, many studies were conducted on that theme. Thus, it becomes clear why a magnified impact is associated with every event that increases the popularity of SNS. Nevertheless, after enough time previous research concludes that it might not have been as expected (e.g. Badr, 2015). For example, in section 2.1.3, the overestimation of the power of social media in the Egyptian revolution and the inability of SNS to predict election results are discussed.

Accordingly, in the context of this thesis, the wider definition of political marketing put forward by Newman (1999) and Lees-Marshment (2003) is taken as the starting point for exploration. The researcher in this study perceives that political marketing goes further than just transforming voting attitudes or initiating revolutions. Instead social media could be a way to encouraging individuals towards action. For example, engaging young persons in the political process or building strong relationships between government and citizens.

2.2.1.1 The Marketing Perspective: a Multi Theory Approach

In the previous section of this thesis, this study has worked on detailing the direction followed in applying political marketing to this research. In this section, a wider exploration of marketing will be brought forward. In particular, this section will cover a range of marketing theories that are believed to be integral when studying communication on SNS, especially, in the domain of political marketing. There are many ways to look at social media and its application in marketing and thus political marketing contexts. This

section will cover those different angles, like Integrated Marketing Communications, Word of Mouth Marketing, Relationship Marketing, and Public Policy Marketing which are determined to be the most relevant to the direction of this thesis.

First, with regards to Integrated Marketing Communications, this notion provides emphasis on the significant role of integrating the communicated messages across the various platforms. According to Prasad (2007), Integrated Marketing Communications is a holistic perspective in which synergy is ensured across the marketing communication activities in order for the brands to benefit. Therefore, Integrated Marketing Communications is about the combination and integration of the promotional mix elements to deliver what is known as the one voice phenomena (Kitchen et al., 2004). The promotional mix elements include, public relations, advertising, personal selling and sales promotion.

Finne and Grönroos (2017) also stated that Integrated Marketing Communications was first introduced by the idea of how senders speak “one voice” in developing their communication in marketing. Yet, they argue that a more customer centric approach in the process is needed. In support, Šerić et al. (2014) argued that Integrated Marketing Communications is now seen as a consumer-oriented process enriched by technology to coordinate the different marketing communications. Indeed, significant positive relationship was found between the social web and Integrated Marketing Communications (Šerić, 2017). Since to date, many businesses have successfully understood the role of Integrated Marketing Communications in creating a profitable customer relationship and brands, it follows that political marketers must further implement Integrated Marketing Communications to create prosperous relationships with their multi-stakeholders (Thakur, 2014). The rise of social media has contributed to a significant development in the strategies of communicating with customers especially with its variety of word of mouth platforms (facilitated through textual or pictorial response) and user / consumer generated media (Mangold & Faulds, 2009).

Second, with regards to Word of Mouth Marketing, SNS has enabled a platform of discourse among individuals. One great way to review this process of influence and information diffusion is through understanding the electronic word of mouth (Luo & Zhong, 2015). According to (Luo & Zhong, 2015) the research conducted on electronic word of mouth can be divided into three main categories, the receiver, the communicator, and the communication process. The receiver and communicator category have received

a lot of attention. The communication process itself, has, however, received the least amount of research interest to date. In the study by Luo and Zhong they mention that research that has focused on the communication network has either highlighted the social relationship between the consumer or the structure of the network (with respect to being random versus structured). Thus, in this study, the researcher is interested in approaching the literature gap through tackling the communication process perspective in understanding electronic word of mouth. More specifically this thesis will focus on the relationship of those engaged in word-of-mouth and who are interested in sharing information on a particular community.

Chu and Kim (2011) proposed a framework of determinants of electronic world of mouth behaviour on SNS. This included analysing tie strength, homophily, trust, and informational influence are antecedents to decision making, with tie strength being positively related to behaviour in the electronic word of mouth on SNS. Using Social Network Analysis, Vilpponen et al. (2006), concluded that electronic word of mouth communication could be characterised as a loose-knit network of high centralisation and cliques. Their work exploring the relationship of the network structure to electronic word of mouth indicates that, communicating through electronic word of mouth is not as rigidly structured and it is loosely knit. Yet, Luo and Zhong (2015) argues that research in this area is not yet enough, especially when it comes to SNS.

In the context of politics, Opinion Leadership theory has been applied to the electronic word of mouth studies (Sun et al., 2006). In their study, Xu et al. (2014) have worked on applying traditional Opinion Leadership theory to political activism in social media and have argued that the Two Step Flow Model of communication and opinion Leadership theories are very relevant to the online context of communication. Their results suggest that content generated by users is a great source to understanding behaviour and that direct observation can provide a lot of insights instead of using self-reporting techniques. Thorson and Rodgers (2006) have applied the electronic word of mouth investigation in the context of blogging as a form of web 2.0 services. Their findings indicate that a blog with perceived interactivity run by a candidate can improve the reputation toward the candidate, their websites and voting choices. This study was particularly interested in interactivity, perceived interactivity and prosocial interaction. Moreover, Iyer et al. (2017) found that for an effective electronic word of mouth, a political marketer needed to send deeper messages (not shallower), especially with young audiences.

Third, Relationship Marketing. The concept of Relationship Marketing looks at relationships as a long-term bond, longer than that of a transaction and through which trust and commitment are essential due to the fact that they encourage marketers to aim for long term relationships (Johns & Perrott, 2007). Additionally, it includes gratifying exchanges and fosters customer relationship as a critical part of loyalty (Bannon, 2005). Scholarly work in the field of political marketing has stressed the importance of developing relationship marketing strategies in politics (Henneberg & O'Shaughnessy, 2009) this is further discussed in the upcoming section. For instance, Kanagal (2009) confirms that the Social Exchange theory contributes to conceptualising political relationship marketing.

Consequently, the impact of Relationship Marketing has been measured in political marketing contexts (Ormrod et al., 2013), which results in the emergence of what has become known as political relationship marketing. Scholars like Henneberg and O'Shaughnessy (2009), have stressed that relationship marketing can influence political marketing at micro and macro levels. Parsons and Rowling (2015) further highlighted that micro focuses on exchanges between the targeted individual and the political actor and on communication. Meanwhile, they mentioned that the macro level impact included inter-relationships between the political context and the relationship approach. While defining political marketing many scholars even define it closely to Relationship Marketing theory (Henneberg & O'Shaughnessy, 2009). This has diverted the focus on products and rather it became focused on relationships and the joint creations of value (Vargo & Lusch, 2004). But this area in scholarly work has not been fully researched as outlined (Henneberg & O'Shaughnessy, 2009).

Furthermore, Political Relationship Marketing includes segmentation strategies as a critical element for its success in implementation (Smith & Hirst, 2001). These segments include the political party's supporters, the members of the party, the party's voter base, and the general voters (Ormrod et al., 2013). Accordingly, this is still a focus in the direction of voting and does not emphasis relationships between citizens and political entities further than the context of election. This is despite arguments on the contribution of the Political Relationship Marketing theory on comprehending relationship development (Hughes & Dann, 2009) and understanding the political behaviours of multi-stakeholders (Henneberg, 2004). Also, trust was indicated to affect competitive advantages and satisfaction together with commitment, which leads to positive perception for the organisation as argued in the work of Johns and Perrott (2007). Arguments exist

that commitment, as being more long term is more important than trust in relationships (Bannon, 2005). Finally, according to Kanagal (2009) relationship marketing is critical to a competitive marketing strategy and trust ensures that the exchange results in a win-win situation and that intentions are not questioned, with so much of the relationship marketing achievement depending on the trust that a customer places in the firm.

Based on the concepts of organisation public relations, scholars have developed a framework of political organisation public relations to analyse political communication campaigning and the impact on citizen- party relationships (Zhang & Seltzer, 2010). This direction of literature has related strategic campaign communication to political organisations public relations and has stated that this relation can lead to social capital on individual levels and confidence in government (Zhang & Seltzer, 2010). The work of Painter (2015) is one which is of most relevance to this thesis. To demonstrate, Hon and Grunig (1999) developed a framework of four dimensions of organisation public relations, which are trust, satisfaction, commitment and control mutuality. These were used to measure perceptions of relationship quality and that of strategic communication. Painter (2015) has contributed that these concepts can also diffuse and be applicable in the context of a political organisation's public relations due to the interdependence between these kinds of organisations and their publics. Political trust is a result of assessing the government in terms of integrity, fairness, dependability and competence, it also includes individual orientations toward both the government and other political actors (Painter, 2015).

Previous scholars have found that social media enables supporters to have what they believe to be a "personal friendship" with the candidates who communicate with them on platforms like Facebook (Sweetser & Lariscy, 2008). The capacity of the Web when it comes to managing relationships has been revitalised due to the rise of social media. Thus, social media marketing became the new transformational component of relationship marketing (Moretti & Tuan, 2014). Despite the fact informational and communication technology generally has increased the popularity of relationship marketing, very little scholarly work has been completed discussing this relationship and specifically for social media (Moretti & Tuan, 2014). Social media and new technologies have added new actors to the process of innovation and sharing information regarding products, ones that were not previously included (Moretti & Tuan, 2014). Social media has enabled marketers to engage differently with activities that lead to influence (Hanna et al., 2011), and changing users to being more active in the media process rather than being passive as before by

being content producers and part of the marketing mix decisions (Moretti & Tuan, 2014). Additionally, the interactive nature of SNS offers users the ability to express themselves and research suggested that self-expression during political communication would influence prospection, awareness and resulting attitudes and behaviours (Kim et al., 2013).

Successful relationship marketing efforts require a whole integration of communication and conversation of messages to improve relationships with stakeholders (Grönroos, 2004). This is based on the work done by earlier scholars which advocated the role of communication in the process of understanding partners in relationship marketing specifically through integrated marketing communications and interactive marketing (Duncan & Moriarty, 1998). Social media was seen as critical and to be added to customer relationship management efforts because social media takes relationships to a new level of personalisation and intimacy (Nguyen & Mutum, 2012). Even though social media does not replace customer relationship management and adds to its traditional perspective, there are scholarly arguments over the use of the term social relationship management and that it is misleading since not all members of online communities are customers. Hence, Ang (2011) have suggested community relationship management as a term to be used, since it's a model of what exactly happens online in terms of conversations, connections, creations and mass collaboration (Nadeem, 2012).

Recent studies like Painter et al. (2014) have indicated that being exposed to a candidate's social media like Facebook was better than being exposed to the candidate's website since it had better outcomes on their political information efficacy which could be a result of social media's ability to fulfil social and utilitarian needs. Also, two levels of interactivity have been highlighted in research surveillance and expression. The first was described as clicking links, reading and watching videos and being just passive and the second was more active engagement like linking, sharing and commenting or even sending messages (Painter et al., 2014). On the other hand, with the invasion of social media to marketing strategies like customer relationship management and relationship management, companies no longer have the traditional control over their relationships (Nadeem, 2012), the customers became more powerful than ever, and have great chances of co-creation on content and influence of other members of the community (Peters et al., 2010). Therefore, this has resulted in a net/new/knowledge economy in which companies partner with customers to create value that responds to their needs faster than an event by gaining all information and insights from the online communities (Woodcock et al., 2011). Also,

social media plays a critical role in relationship building online and offline but only on the long run and thus short-term campaigns may be ineffective in building relationships, this aside to the major challenge of loss in control over messages (Harris & Harrigan, 2015).

Fourth and finally, the theory of Public Policy Marketing is of relevant contribution to the current investigation. This is due to the fact Public Policy Marketing uses the approaches of marketing in informing about public policy as outlined by Mazis (1997). Buurma (2001) indicated that public policy marketing is grounded on the notions of marketing exchange between citizens and government. According to Buurma, public policy is thus established adapting the usual marketing tools to the needs of public administration.

According to Kopp and Kim (2018), public policy marketing is a growing area of research. To the interest of the current study, more research was called for in the area of media influence (Mazis, 1997). Marketing approaches and business concepts have been widely used with public policy. For example, some of the areas that Snavely (1991) stated include economic development and general service delivery and how government organisations can apply marketing. Yet, Buurma (2001) believe that for marketing to be suitable for use by the public sector, it must be based on the notion of exchange between the political organisations and their citizens. According to the discussion of the previously mentioned author the integration between public policy and marketing is based on the notion of exchange. To further elaborate, they argued that in this exchange the government objectives and citizen objectives must be both considered. However, Trischler and Charles (2019) argue over the fact that the “exchange” notion of marketing is not possible in public sector. Instead, Trischler and Charles (2019) have used the service dominant logic in discussing the Public Policy theory. In their arguments they thought the service dominant logic is more suitable than exchanges due to the fact that it is about value being co-created between multiple actors. According to Vargo and Lusch (2017:47) service dominant logic “represents a dynamic, continuing narrative of value cocreation through resource integration and service ex-change that has been constructed by an increasingly large number of academics from various disciplines and subdisciplines.”.

Being central to the concepts of marketing, the product mix was used to discuss public policy and marketing. To elaborate, Buurma (2001) indicated that the policy instruments

are the product mix, where the value the citizen receives is based on the mix. Also, in the work of Snavely (1991), a framework was developed to integrate public policy with marketing. They specifically proposed changes to the traditional “4Ps” of marketing (product, price, place and promotion). To elaborate, Snavely argued that in theory of Public Policy Marketing the elements of product mix are altered, where promotion is replaced by informing and product by service. On a separate note, it is important to recognise some differences between the agencies and the private sector. To demonstrate, Snavely argued that unlike private businesses, public organisations have limited control over their target audience and the public policy. Also, Snavely indicated that authorities have the power to force “citizens into customers” (p. 317). To explain, this means that there will be regulation to behaviours through forcing agreement or punishing noncompliance and so it is a service and a liability at the same time. For example, a person who is not willing to be a service recipient can be forced by the government, but a business can only tempt customers with products/services. Another complication as imposed by Snavely (1991) is that the agencies are forced to benefit all citizens not just a selected group of them.

When it comes to considering the impact of digital media and specifically social networking sites on public policy studies, previous studies have confirmed that social media provides fast and easy access to information than can assist in policy making (Ceron & Negri, 2016). Also, Mergel (2013b) added that scholarly research needs to focus on assisting practitioners to set out the right social media strategies to outreach to their audience through social media. Then research needs to aid practitioners into gaining insights from the comments online. With regards to the niche area of public policy and marketing specifically, previous research was found to have focused mainly on the “online” issues. It was found that there is substantial internet research on security and privacy (e.g. Caudill & Murphy, 2000; Miyazaki, 2008; Sheehan & Hoy, 2000). Also, recent work was found to have focused on mobile phones for example the work of DeBerry-Spence et al. (2019). Accordingly, the researcher in this study argues that to their knowledge there was no direct focus on SNS like Facebook or Twitter and rather there is emphasis on the terms internet, online and associated notions like e-commerce. To conclude, in the current research, the interest is in the direction offered by scholars like Mergel (2013b) and Ceron and Negri (2016) in highlighting how social media can assist in delivering information and helping to shape policy.

2.2.2 Government Going 2.0

It is of no doubt that the rise in SNS popularity has led to a proliferation in use of SNS by governments generally. To support, the application and use of social media by governmental organisations has attracted a range of research interest (Criado et al., 2013). The term government 2.0 has become popular and indicates how governments are now more focused on their customers and in creating interactive channels with them (Meijer et al., 2012). In addition, an argument has existed for a long period of time that there has been a decrease in trust between citizens and their governments (Kim et al., 2015). Meanwhile, Heldman et al. (2013) argued that effective communication is the critical element in enabling government-citizen relationships. Therefore, in this study, the researcher argues that social media can play an important role in engaging audiences in such context. This section focuses on the application of social media use by governments due to its relevance in understanding how the Egyptian government can use SNS to optimise its relationships with the youth bulge that coordinate their efforts to bring change. The sections look into a number of ideas. For example, the outcomes of online presence and strategies of actual social media presence. Also, it is of interest to investigate the work in different divisions and then in niche topics. Further to that, work on an open government model is considered. Finally, the context of Egypt is considered but application of governments' use worldwide of social media is also essential to this section.

As a starting point, when investigating presence on SNS, considering the role of websites is sufficient for a comprehensive theoretical foundation. Specifically, that SNS are considered to be of significance to the notion of e-government. Consequently, it is significant to note that it has become paramount to investigate government 2.0. Münchener Kreis (2013) in Mainka et al. (2014) found out that there is a large audience willing to engage with governments on the Internet. Some studies have focused on a certain platform and have deeply analysed the communication of them (Zhang & Chan, 2013). Governments through web 2.0 have become democratised, and thus citizens have come closer to planning, this is aside to policy agreements concerning privacy and information sharing (Dong, 2015). Linders (2012), suggests that there is change from the need for e-Government to the need for "we" government with the growth in usage of social media networks.

Research has attempted to investigate the impact of open government, which as stated by Evans and Campos (2013:173) " is widely understood as the leveraging of information

technologies to generate participatory, collaborative dialogue between policymakers and citizens”. To further elaborate, social media was found to have a substantial role in meeting the challenge of achieving open government. Yet, there is little research in that area (Wirtz et al., 2018). Nevertheless, scholars like Wirtz et al. (2018) and Lee and Kwak (2012) have conducted studies that used social media technologies in investigating open government scenarios. Lee and Kwak (2012) proposed an open government maturity model to incorporate the influence of social media in reaching an open government. Their model was constructed from five different stages namely; initial conduction, data transparency, open participation, open collaboration and ubiquitous engagement. Indeed Wirtz et al. (2018) confirmed that social media can be employed with a strategic intention of enhancing interaction and thus open government. Yet, as argued by Mergel (2016), governments’ face challenge in adopting social media technologies due to these technologies being managed by third parties and thus being in a constant state of change.

With respect to websites, in a study to find out how websites can better provide information, a set of technological factors and transparency stimulating factors were derived in the context of providing better sustainability information on websites (Navarro-Galera et al., 2016). However, this focus on a website, only provides a limited understanding since it removes the interactivity features of SNS and how they can be a value-added tool for information provision. This is specifically significant with increasing numbers of citizens logging more often on SNS. Better insights could be provided through the merging of websites and SNS. Instead, an online presence can be studied as a package of all channels like websites and various SNS. Additionally, the topic is very specialised and is hard to generalise for the general use of governments in different contexts. Furthermore, previous authors have argued there is a lack of literature in linking web 1.0 and web 2.0 adoptions by governments and their impact on digital transparency in communication (Gandía et al., 2016). In the work of Gandía et al. (2016), they expressed weak evidence between the use of web 2.0 and improvement in communication. As a result, there is a research need to explore the impact of adoption of web 2.0 by governments with respect to its impact on information and relational settings.

A considerable amount of literature has been published on the outcomes of governments’ use of SNS. These studies focused on a number of outcomes like trust and relationships building. In doing so several research gaps have been highlighted. To elaborate, the role of SNS in fostering trust demonstrate that Twitter communication by the government is an effective method to enhance overall trust in government (Kim et al., 2015). Also,

Warren et al. (2014) leads to a good understanding of how online coordination of civic initiatives online can lead to trust in an institution. Specifically, they argue that if government approves citizen-initiated activities, the citizens in return will change their perceptions. On the contrary, other studies have argued that that the citizens' perspective entails that social media alone is not enough for government trust (Lu et al., 2015). Building relationships with citizens has also taken social media studies attention. In fact, most of the studies conducted to investigate government use of social media and their impact on the relationship with their customers has focused on the use of Twitter (Dong, 2015; Mainka et al., 2014). This popularity is believed to be due to the real-time characteristic as well as the very immediate response (Dong, 2015). Increasing the reach through communication, updating and sharing information, building relationships and collaborating with stakeholders were stated as vital roles that Twitter can provide for governments (Dong, 2015). More on trust and relationship will be discussed in section 2.3 of this chapter.

Additionally, with respect to government responsiveness, Eom et al. (2018) examined the role that the mayors play on social media in order to enhance government responsiveness. Using social network analysis their findings show a positive role for mayors. Specifically, they found mayors to be bridging hub and thus connects the disconnected citizens to their local government and so enhancing responsiveness. Moreover, Panagiotopoulos et al. (2014) believes more research needs conducting in understanding how governments handle citizen complaints on day to day issues, due to the argument that interaction on SNS is grounded on these day to day issues. Accordingly, more understanding of how government accounts are managing these kinds of day to day complaints is needed. Previous work has drawn attention to the gap in the literature of addressing the social media use by a government from the citizen perspective. Instead the focus is on social media as a technology tool or how the government can institutionalise it (Lu et al., 2015). Moreover, Kim et al. (2015) highlighted that further research is required to test the objectives of governments' use of social media and whether social media is suitable for these purposes. Then, research should investigate how to best achieve such purposes. Also, there is need for more research in the area of e-government which should indeed focus more on the use of social media in reshaping the government–citizen relationship (Klischewski, 2014).

Moreover, by focusing on sentiment analysis, research on governments' use of social media indicated that positive sentiment and tone by government leads to more

participation by citizens, but does not necessarily lead to positive sentiment in citizens' response (Zavattaro et al., 2015). Contrary to that, Haro-de-Rosario et al. (2018) found that a negative mood can lead to more user engagement. If positive sentiment by government will not lead to a positive sentiment in response of user as implied by Zavattaro et al. (2015) and negative mood was found to drive engagement (Haro-de-Rosario et al., 2018), then this presents an opportunity for research. Accordingly, more research is required to establish an understanding of why citizens follow government and what kind of information are they looking for on social media government accounts. This is also supported by studies like (Mainka et al., 2014), who believe that when it comes to analysing social media use by governments, research is needed to find out; what information is provided by the government account (content of account), what is the type of content (links, videos, other) and what do citizens post on these accounts (user generated content).

Additionally, the study of Zavattaro et al. (2015) outlines a gap that calls for an investigation to find out if government agencies need to consider a more collaborative presence on social media and invite the followers to co-produce, thus achieve a more active involvement with the citizen. Other work has also called for further research on the content type that can trigger citizen engagements (Lev-On & Steinfeld, 2015). After investigating the drivers of citizen-engagement on the Internet, Cuervo and Vázquez (2013) indicated that there is a need for more research to explore further insights to the different social and political participation activities on the Internet. Yet, this is a very general call since the Internet is too broad as a term and the options of interactivity are different. For example, activities on a website would be different than those on SNS, even within SNS each platform has its own characteristics which may enable a different sense of collaboration.

Much of the current literature on government use of SNS pays particular attention to actual presence on these platforms. To explain, Zhang and Xiao (2017) found that the technological competence, the support of top management, the perceived benefits and citizen readiness impact the assimilation of social media by agencies. The work of Falco and Kleinhans (2018) have attempted to provide insights into what could drag governments away from the one-way form of communication, in their work they look at the challenge of being more dialogic and they explain what the possible requirements are to achieve this. Furthermore, Nitschke et al. (2016), argue that government presence on social media is mainly self-presentation or symbolic, where self-presentation is about

impression management, and symbolic is about the shared meanings. Indeed, previous report by the UN highlighted that there are two challenges that face governments, the need to be always updated and the fact that governments need the most profitable approach to reaching out to their customers (United Nations, 2010).

Additionally, to help governments advocate civic engagement through social media, Mergel (2013b) has developed a strategy to be used. It includes a push and pull strategy in which the agency either is informing, or sharing news, or trying to engage its customers in the conversation as with the use of hashtags. The strategy also includes networking and mingling which fosters participation and a timely response. Finally, customer service and citizen relationship management are seen to be instrumental in developing a governmental focus on their relationships and interaction with the public.

Despite these strategies many governments including the Canadian (who are the earliest adopters of social media) have only used SNS as information sharing platforms and thus have missed out the other opportunities (Dong, 2015). While social media use by governments is growing important and many governments are using social media, not all of them are using it effectively. It is thus important to note that social media application can differ between governments due to different factors (internal and external) and how the whole organisation functions (Meijer & Thaens, 2013). It was found that the smartness of the city can be related to the adoption of social media by the government as per Mainka et al. (2014).

Furthermore, Mergel (2013a) developed a framework for interpreting social media interaction in the public sector, based on three core concepts, transparency, participation and collaboration. While Mergel directed future research to quantify the findings in order to achieve substantial outcomes to the framework, it is apparent that a major concern of generalisability would be that this framework is based on Obama's Initiative for an open government which sets guidelines for government's approach. Whilst this framework would work well in the context of the US, it might raise questions into its applicability to governments that do not apply Obama's initiative or other communication strategies, like the Egyptian context. Additionally, the matrices were all derived from government employees in charge of social media who determined elements with respect to the measurement. Hence, the process of developing the matrices did not include the input of the social media users/ citizens. As a result, the study of Mergel (2013a) has contributed

to the limited scales in literature, yet more attention is required to collect perceptions of users who engaged with platforms applying this initiative.

In addition, Twitter was the most commonly studied when it comes to social media, followed by that was Facebook. While Twitter has dominated much of the research scene in this area, some studies highlight a gap in literature when it comes to other popular applications used by governments such as What's app and Viber (Voice over IP and instant messaging software) (Sandoval-Almazan & Gil-Garcia, 2014). Further to that, Mergel (2016) have expressed particular interest in how social media adoption is institutionalised, but a gap exists in the different modes, by various segments of the government, and also no measures of perception of government performance were included in Mergel's investigation. This implies that more investigations are needed in the application of SNS by different agencies and measuring the public perception of their effectiveness. Another critical element was that of the generalisability of results when it comes to government studies. This is due to the fact that each country has its own socio-economic factors that can impact the various models of literature in this area and thus reapplying the extracted models would not necessarily be useful (Zheng & Zheng, 2014).

It was found that previous studies have explored niche elements of the government. Previous research was found to address how the different divisions of government use SNS and the area or topic discussed by these divisions. For example, based on marketing theory, effective communication strategies were carried out in the context of diplomacy on Twitter (Strauß et al., 2015). However, no clear evidence from the findings explained what effective diplomacy leads to, and how can those entities reach out to a new set of stakeholders instead of interacting with their already existing network. Furthermore, scholars from the field of Government research like Panagiotopoulos et al. (2014) highlight the fact that more studies are yet needed to understand aspects of citizen-government interactions on social media based on events, emergencies or normal life interest. Also, several lines of evidence have focused on investigating SNS and governments only in Western contexts (Akkaya et al., 2018; Eom et al., 2018; Golbeck et al., 2010; Hemphill et al., 2013; Mergel, 2016; Shmargad, 2018). For example, the work of Gao and Lee (2017) has examined how small local governments in Nebraska communicate with their public through using social media tools. They focused specifically on Facebook and Twitter. Their findings indicate that local government was inviting co-production and participation not just information sharing. Similarly, the work of Haro-de-Rosario et al. (2018) investigated the use of Facebook and Twitter by the local

Spanish government to find out which one yielded the most productive commitment. Their findings indicate that activity not necessarily means more engagement and that negative mood in the content leads to overall more engagement.

Finally, with respect to studies focused on Egypt, to the knowledge of the researcher there are only few studies that focus on Government use of SNS in Egypt. This is supported by the arguments that there are very limited studies in developing countries (Shah & Lim, 2011), generally. Specifically, the larger stream focused on the realm of the January 25 revolution (as part of the Arab Spring in 2019) and its connection with social media (see the work of: Breidenbach, 2015; Shukrallah, 2011; Yli-Kaitala, 2014; Zhang et al., 2009). Also, e-government and m-government have gained attention of previous work. Nonetheless, a number of authors have considered Egypt in the context of Government SNS investigation. For example, Abdelsalam et al. (2013) were interested in how government in Egypt uses social media. Through the New Public Service theory, their presence, usage and effectiveness were examined. Their findings indicate that SNS applications on government websites were found to be poor. In fact, they believe that in the context of their findings social media has a modest impact on change in Egypt. Nonetheless, there is evidence of an increased interest in social media from the Egyptian government, specifically post the revolution. To access the social media accounts, the study used a list of websites registered with the domain gov.eg as a starting point. Almost half (49.6%) of the list of the websites generated were found to be active. From those websites, Facebook among other SNS was found to be the most present. Further to that, Azab and ElSherif (2018) were interested in the role of social media and trust in government, their research was applied to the Egyptian context. Accordingly, they have developed a framework to measure trust in government accounts on social media. The theoretical link included the connection between social capital and trust, and social media and social capital. Their model included; responsiveness, accessibility, transparency, efficiency, effectiveness, and participation. Four Facebook pages of Ministries in the Egyptian government that are related to the economy were studied. Their methodology included data analytics. The foregrounding discussion on the research in the Egyptian context confirms the need for more exploratory and qualitative investigations. To explain, the early work as presented in this section has focused on analytics of SNS insights. This indeed provides a good preliminary understanding, however, confirms the dire need for more deep-rooted meanings from the online discussions on SNS in understating the context of government and citizens' interactions in Egypt.

2.2.3 Summary

Fundamentally, political marketing faces new opportunities due to the rise of social media. This enables novel approaches in addressing the objective of applying the Political Marketing theory in a non-electoral context. Also, the vast majority of the studies focused only on Western communities. Hence, the limited number of studies focused on Egypt. Further to that, the author believes that marketing theory generally compliments theoretical foundations of political marketing for the understanding of the communication process of interest. For example, Public Policy and Marketing theory, Relationship Marketing theory and other theories assist in providing an understanding of the topic at hand. Amid that discussion, the stream of research in the field of government use of social media is growing. Specifically, previous research has presented a number of frameworks and research directions that support the current implication of the research objectives. Previous research on government use of social media in Egypt was noted to be limited. This is due to the limited number of actual studies that focused on government and social media distant from the revolution context. In that sense, the government section provides both the foundation and arguments that support the current investigation of Egyptian government use of SNS.

2.3 An Outline of Relationship and Trust

Clearly SNS interaction is complex and dynamic and multiple theories are needed to understand its antecedents and consequences. Among these are theories like Social Capital theory. This section starts by exploring Social Capital theory in relation to research in this thesis. This section will review Social Capital theory based on the relevance of the theory to the nature and concept of SNS and in terms of relations and connections. This is due to the fact that several studies like Ellison et al. (2007) have stressed that maintaining and creating social networks was found to be positively related to SNS use. Furthermore, trust, a vital component of outcomes of interaction between users and institutions on SNS, is positioned in this section. Previous studies on trust are critically reviewed to help establish the essential elements to the development of trust in the context of this thesis. Finally, the section ends with the articulation of a framework that assists in examining the presence of SNS and by an exploration of the outcomes of such presence within the context of this thesis.

2.3.1 Social Capital Theory and SNS

Social capital is the reward or outcome people receive when they connect with others. Dekker and Uslaner (2001) explained that social capital is the value in terms of resources

that are a result of people's social connections and networks. Previous scholars have argued over the challenge of simply defining the concept of social capital. For example, Andriani and Christoforou (2016) argued that defining social capital is chaotic due to being frequently suggested to be just a metaphor. Also, measurement of the notion of social capital was found to be a challenge as argued by Andriani and Christoforou (2016) and Fukuyama (2001). Regardless of that, authors like Andriani and Christoforou (2016), believed that this challenge of contextualising social capital should not demotivate further studies. Indeed, they believed that social capital adds richness to investigations. To that end, this thesis follows the direction of Cavaye (2004:13) in overcoming the challenge of contextualising social capital by "A clearer understanding of the context and purpose of the measurement of social capital". Consequently, the definition to be applied in this study is based specifically on the work of scholars like Kwon and Adler (2014), Riedl et al. (2013) and Quinn (2016) who used social capital in SNS or in social media research. In this study, social capital is the networks of relationships that provide access to resources that would produce benefits to the individual and the group (Kwon & Adler, 2014). Thus, social capital becomes the outcomes of network memberships that produce collective and individual (economic) benefits (Riedl et al., 2013). These outcomes could be like sharing information, employment chances and trust even though individual relationships are necessarily equal in creating social capital unlike the collective (Quinn, 2016). According to Riedl et al. (2013:672), a specifically relevant term to the blend of social capital and SNS is socio-technical capital, "which is the type of social capital that results from the utilisation of modern technology".

With regards to SNS, there is a lot of evidence of its effect on social capital. This effect could be explained by the fact that SNS allows for connections that might have never happened. SNS builds social capital by maintaining social ties that exist and by encouraging new associations (Dekker & Uslaner, 2001). Also, it allows for new information and connections with the least cost ever (Zywica & Danowski, 2008). Specifically, with increasing numbers of people adopting SNS, there is an expansion in social circles and relationship links. Hence, enabling connections which were previously thought to be geographically not possible (Xiao et al., 2014). Baym et al. (2004) have also shown that SNS users can maintain relationships online with those geographically far away while they keep a face-to-face interaction with closer circles. Consequently, social capital found on SNS is a great motive to join these platforms. In support for that, it has been demonstrated that the intensity of use of a platform such as Facebook can relate

directly to perceptions of its influence in building and developing social capital (Ellison et al., 2007). Social capital as a result of SNS use allows fast access to information, which results in a high sense of gratification and capability among users. Focusing specifically on youth populations, studies have shown that SNS can help in building social capital among college students, with outcomes of a high sense of fulfilment.

Whilst Social Capital Theory has proved successful in understanding why users join SNS, it was argued that only the relational aspect of the theory is proved to be the main characteristic of creating social capital, because not having constant relations poses a challenge to interpersonal interaction (Chen & Sharma, 2012). Therefore, many studies have focused only on the relational aspect of developing an understanding of SNS, specifically because it was used to understand the individuals' behaviour in a group setting (Phillips et al. 2011 in Chen & Sharma, 2012). Just like many technologies faced with criticism at their initiation, the Internet was initially thought of as negatively correlated to social capital outcomes (Quinn, 2016). According to Quinn, as the technology of the Internet grew mainstream, these thoughts have changed. This is due to the fact that the Internet offered diversity and so increased social capital on the individual level and on the collective level (through ideas like civic engagement) (Quinn, 2016). Looking at it from a different perspective, an argument here would be that the original criticism of the Internet holds true in some viewpoint, that is, social media use on the individual level was correlated with negative consequences in terms of social behaviour (Aksoy et al., 2013). Thus, as supported by Quinn (2016), more studies are needed to understand the different situations of social media use that yields to social capital. In the next section, more work on this argument is being addressed.

Further approaches to investigating the relationship between SNS and social capital on different platforms rather than Facebook show that social connectedness on SNS like Twitter plays a vital role in such a relationship. In their work Riedl et al. (2013), have assumed that feeling connected results in social capital and so investigated what causes connectedness on Twitter and how the process works on SNS. Specifically, they believe that the extent to which members can gain social capital from a network can be determined by their social connectedness. Connectedness was used to distinguish the kind of communication. Accordingly, connectedness orientation in communication focuses on relationships, whilst content-oriented focuses on information as cited in the work of Riedl et al. (2013). This work studying social capital on Twitter has only examined the tweets and networks size while like other studies on Twitter draws no attention to the value of

hidden networks, for which scholars like Huberman et al. (2008) explained that links do not necessarily mean interaction. Additionally, that hidden value for networks could occur on private messaging on Twitter which was not positioned in the research of Riedl et al. (2013). Thus, further studies need to highlight that private messaging which might affect the process and the value in hidden networks, and which would not only be the case of Twitter but also the case of other platforms like Facebook.

A great deal of previous research into social capital on SNS has focused on bonding and bridging social capital. To explain, Krämer et al. (2014) has differentiated between bonding (strong connections) and bridging (weaker ties), where bonding resembled physical support, emotional support and tangible resources. Meanwhile, bridging was identified as a great source of information and sense of community. Yet, weaker ties on SNS can actually provide the emotional support previously distinguished as bonding social capital. Social media allows users to create a weak form of ties, which allows them to connect with a larger number of connections as demonstrated by Donath (2007). Bridging social capital has been found more on SNS. To elaborate, Facebook, in particular, has been associated with gaining bridging social capital due to allowing users to form a lot of connections with heterogeneous members as reflected by Donath (2007). Bridging social capital was explained in a simplistic approach by Ellison et al. (2014) as the access of one to useful resources, which they highlighted is a result of a network position and communication skills. The importance of bridging ties in allowing information to travel is due to closing structural holes (Burt, 2009). The argument over these pieces of works goes back to the concepts of social media use measurement, which is debatable as supported by Quinn (2016), who confirmed that time spent was not enough to predict or measure social media use. On the other hand, activities like liking or sharing can be better predicted (Burke et al., 2011), as there should be an explanation of which specific activities lead to that (Quinn, 2016). Even with these suggestions, online activities might not be enough in understanding actual gain of social capital, rather research into perceptions of the values of networks as an outcome could be insightful in this situation.

The concept of relationship development through SNS is supported by research that explained social media as a relationship management tool, designed to create and retain relationships (Ellison et al., 2014). To further highlight the role of social media in relationships, scholarly work has distinguished SNS from the virtual community by being used to maintain and strengthen the already existing social connections and relationships

offline (Ellison et al., 2007). As for relationships and social capital being catalysts for social capital, social networks are recognised for their structural and functional properties (Riedl et al., 2013). Functional regards the perception of a social network member of the available resources to be acquired, while the structural properties of these ties are for example the number of ties and frequency of interaction that a person has in a network (Cohen & Syme, 1985 in Riedl et al., 2013). Relationships are a vital part of the concept of social capital and are a fundamental feature of the use of SNS and thus a common intersection between both concepts. To demonstrate, some researchers in previous work were interested to investigate the relational aspect of social capital found on SNS (e.g. Quinn, 2016; Riedl et al., 2013). Furthermore, on the topic of relationships and ties, relationship maintenance through SNS has been a clear standpoint in previous work on social capital and SNS. Weak ties have gained scholarly attention in work relating to bridging social capital on SNS as mentioned. This has even resulted in what is known as passive engagement (Easley & Kleinberg, 2010) which was found to be specifically common in social media. Arguments over the relation between weak ties and social capital stated that a large number of weak ties would not provide resources as much as that of strong ties (Krämer et al., 2014).

A seminal study in the area of bridging and bonding social capital is that of Ellison et al. (2014). This study has focused on bridging social capital and engaging in communication behaviours. The work of Ellison et al. (2014) called these engaging behaviours “Facebook relationship maintenance behaviours”. These focus on measuring the response of an individual to demands by members of their network in engaging in relationship maintenance activities. For instance, responding to a Facebook reminder of a friend’s birthday. Literature in the work of Ellison et al. (2014) confirms the relationship between use of Facebook and increased level of social capital, especially bridging social capital since it allows the creation of supersets of many connections. Ellison et al. (2014) have extended on previous work explaining how SNS is helping in connecting and maintaining ties through its low-cost affordance and ideas like increased profile visibility due to items such as responses on a friend’s request. In doing so, Ellison et al., argued that perhaps the specific communication behaviour reshapes resource access so that one has access to friends of friends. Consequently, their argument is that it is not just the number of the network but the visibility behaviours that would allow access to friends of friends. However, in their work on measuring engagement with Facebook relationship maintenance activities, the scale items did not identify the strength of relation, for

example, is it a close friend? Especially with the proposition of access to friends' network, the strength of tie would yield better results in this direction.

The work of Ellison et al. (2014) has built a schema of Facebook relationship maintenance behaviours and has explored their roles in the social capital process based on the fact that social capital is an investment in relationships. For example, this included notions like 'relationshiping' which included the effort of maintaining relations where it is essential to have the relevant skills as stated by Duck (1991) cited in Ellison et al. (2014). Also, low cost activities that maintain relationships as "social grooming" (Donath, 2007) entailed showing attention and building trust. According to Ellison et al. (2014), it was concluded that investing in relationship maintenance activities, and signalling attention behaviour, has a positive relationship with access to resources on one's social network and their Facebook network specifically. Thus, their investigation of whether the number of friends on Facebook and Facebook relationship maintenance behaviour combines to foretell bridging social capital. According to their findings the consequence on social capital of Facebook relationship maintenance behaviours was explained through three themes. First, these behaviours show that users are attentive to their networks and are ready to interact. Second, interacting with a friend can lead to connections outside of the user's network by communicating with mutual friends, for instance. Third, these behaviours allow for the visibility of content on a news feed of friends which reflect specific ties between users. To further explain this, the benefits of Facebook friends could lie in the friends of the friends as cited by Ellison et al. (2007). For example, a user's post about a bad day would likely seek a response from weak ties more than strong one, but more research was found needed to confirm this.

It is worth mentioning that linking social capital to understanding how SNS can bring change is a valued approach and provides interesting insights due to core concepts that are common in research like networks, and ties, or relationships. Yet, this combination in scholarly work has not reached its maximum potential, which will be supported in this paragraph. Riedl et al. (2013), has suggested that even though previous work has clearly highlighted the positive connection between SNS and social capital, there is not enough comprehension of who and when this connection is strong for. Riedl et al. (2013) have also added that while much work has related participation on SNS with higher levels of bonding social capital, limited studies have explored deeply how this happens. Previous scholars have defined the element of social media in terms of usage patterns and frequency, and have explained the outcomes of these dimensions on social capital, but,

have not paid attention to the factors that users bring along to motivate their engagement with social media and thus would lead to social capital (Quinn, 2016). Most studies did not relate the motives of use with social capital output, also it was criticised that many studies on social media are related to relationship building while many situations in other studies were not (Quinn, 2016). In their work on relationship maintenance behaviour on Facebook, Ellison et al. (2014) have highlighted that future research needs to develop and validate new scales of social capital. Hence, longitudinal research is more relevant because it shows the directionality of this research and that calculating “actual” friends is still problematic and needs further investigations in scholarly work.

As mentioned earlier in this section, measuring social capital is challenging, this was communicated in the studies of Andriani and Christoforou (2016) and Fukuyama (2001) and it is also considered to be problematic (Adam & Rončević, 2003). Nonetheless, trust is regularly used as a social capital component (Adam & Rončević, 2003). In fact, some prominent authors like Fukuyama (1997) put trust into equal terms with social capital. Suffice to say, the notion of trust is paramount to the current study. Furthermore, literature shows that trust is confounded in the dimensions and measurements used to examine social capital. To elaborate, trust was seen as a source of social capital. For example, Putnam et al. (1994) argued that social capital is built on networks of trust among members, flows of knowledge, and coordination on different levels. In other studies, it was noted that the cooperation growing from trust among people addresses the community concerns and leads to influences on social capital (Orbell & Dawes, 1991). Indeed, Orbell and Dawes used trust in government as a determinant of social capital. Furthermore, studies like Zhang et al. (2009), examined social capital based on civic participation, political participation and trust in government. This synthesised, after having established the relevant theoretical understanding of social capital, the next section will focus on the element of trust. In doing so, the author pivots trust among the elements that suit the current research at hand.

2.3.2 The Development of Trust

Trust is confidence and reliability in something or someone. A widely used definition across multiple disciplines is that of Rousseau et al. (1998:395) “trust is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behaviour of another”. Further to that, two popular approaches to the contextualisation of trust are those of Thomas (1998) and Zucker (1986). Zucker (1986) argued there are three modes of trust production. These are institution based, process

based and characteristic based. Meanwhile, Thomas (1998) presented three constructs of trust, namely, fiduciary trust, mutual trust, and social trust. Song and Lee (2016) state that fiduciary trust and institutional trust are the most applicable to citizen – government interaction on social media. As an approach to define what trust is, Corritore et al. (2003) have outlined what trust is not. For instance, trust is not trustworthiness; in fact, trustworthiness is a characteristic of something or someone who is trusted. Credible information has also been explained as trust in information. Thus, credibility is not trust but is an indicator of trustworthiness, so if something is credible it is a good signal of trustworthiness and so this is a reason to trust, but not trust directly. There are arguments that even reliance has been wrongly interchangeably used with trust since they do not mean the same thing (you can rely on something or someone you do not trust).

Perhaps the most significant motive to investigate trust in government, is the drop noticed in trust in government as supported by the work of Welch et al. (2005) and Song and Lee (2016). According to OECD “Trust in government is deteriorating in many OECD countries. Lack of trust compromises the willingness of citizens and business to respond to public policies and contribute to a sustainable economic recovery.” Further to that, according to the OECD, trust was stated to be important to have trust in an institution and important for the success of government policies, programs and regulations, especially through the collaboration of citizens. Governments can enhance trust by using social media to complement e-government services (Kim et al., 2015). Indeed, Ma (2014) argued that central government needs to deal with complex issues and so local government can be better at employing social media. One of the challenges of trust measures, is that many studies do not employ a clear measurement of trust like that of Hacıyakupoglu and Zhang (2015). Indeed, Azab and ElSherif (2018) argued that despite the importance of social media as a tool to influence trust, there are limited measurements on social media studies, instead the focus is more on websites. Also, Azab and ElSherif (2018) argued that most of the studies were found to focus on surveys.

Based on the above discussion and having defined the element of trust in the realm of social capital as discussed in the previous section, this section explored a framework of understanding trust in the context of this investigation. It is argued by the author that trust is a complex and dynamic field. More specifically, the SNS platform adds to the challenge. Whilst this study in particular focuses on trust in government, a wider context of literature was encompassed in this section. Accordingly, this section will include a group of studies that focused directly on trust and others that are indirectly related to trust.

The argument here is that those studies that did not focus directly on trust do stipulate directions that could enable a novel approach to investigating trust. This is specifically through a number of elements like engagement, emphasis on content, impression management and public relations. Further to that, these studies were broader than the government context and included a corporate emphasis as well.

Firstly, a large number of studies on SNS have investigated trust. In these, a number of elements were found to be popular in previous studies. For example, elements like interactivity, transparency, response and/or accessibility. To demonstrate, Welch et al. (2005) proposed that e-government satisfaction has a positive effect on trust. Satisfaction was examined through involvement, security, efficiency and information promising. Antecedents of ratification of trust were levels of transaction, transparency and interactivity. These would lead to increased satisfaction and hence an increased trust. Based on Zucker's theory of trust, Thomas (1998) has used the following three categories in establishing a conception of trust; process based, institution based and characteristic based trust. Similarly, Tolbert and Mossberger (2006) looked at trust based on three categories, process-based trust, institution-based trust, and the combination of both process based and institutions based. They use elements like response, accessibility, transparency, responsibility, efficiency and effectiveness to examine trust through e-government. Song and Lee (2016) argued that perceived transparency mediates the relationship between social media and trust in government. Their study found that social media is positively related to perceived transparency which is positively associated to trust in government. As implied in the section 2.2.2 of Government 2.0, in the Egyptian context, there is limited work on social media in the Egyptian government (Azab and ElSherif (2018). To the knowledge of the researcher, within the limited work found, in the work of Abdelghaffar and Magdy (2012) trust in government was looked at through credibility, customer satisfaction and response time.

Other approaches looked at trust in the context of social media by placing weight on the platform in relation to others like on websites. For example, Corritore et al. (2003) has looked at websites as objects of the trust. Also, studies like Porumbescu (2016), looked at the role of trust in government through a platform-based approach. Their argument was that social media has a strong relationship with satisfaction and trust in government. Specifically, social media was found to be better at determining trust in government, than e-government websites. Trust in this study was measured through ability, benevolence and honesty. The role of the network size was also used to study trust. Furthermore, the

work of Riedl et al. (2013) has inspired directions towards trust development through discussing the role of network size in social connectedness (another way of gaining social capital).

Fundamental to this thesis, is the role of agency presence on social media in fostering overall trust in government as the work of Tolbert and Mossberger (2006) previously emphasised. The work of Park et al. (2015) have stipulated a number of key factors relevant to this thesis and also highlighted the role of moderators in the relationship of interest. Specifically Park et al. (2015) was interested in the role of Twitter conversations between citizens and agency spokesperson and how this has an impact on trust in that particular agency and overall trust in the government. They developed items for trust in agency based on Twitter. These included contents of tweeting, trust in the agency tweeting, expectation about better communication, changes in users' attitude (positive) and user satisfaction. Specifically, trust in Twitter service was investigated through trustworthiness, competence, representatives, justice and communicational efficiency (Park et al., 2015). Other work on the role of the agency is provided from studies like Kim et al. (2015). Trust of citizens to their governments was also determined by success in communication in the study of Kim et al. (2015). Their findings confirm that transparency/openness, engagement /participation, communication /relationship enhance chances of trust. Reliability of the government was also correlated to social media use (Kim et al., 2015), which could be another way to find out how trust is measured. They believe that confidence in the governmental agency leads to trust in government and that social media overall satisfaction will lead to confidence in the agency.

Second, as argued in the approach to this section, a seminal stream of studies focused on a number of elements that have led to positive relational outcomes. These did not specifically focus on trust nor on trust in government particularly. Yet, the argument here is that they contribute to broadening the horizon of developing trust. In essence, they provide a unique approach in examining trust in the context of this study. Targeting the private sector, Laroche et al. (2012) provided elements that have impact on trust, these were community engagement, social networking, impression management and brand use. With respect to online communication, Ha (2004) included that positive and favourable perception of the brand name leads to brand trust on websites, among other factors like word of mouth, and useful information. Previous studies have found that positive tone provides a positive impact on corporate reputation (Meijer & Kleinnijenhuis, 2006). Furthermore, in the context of brand relationships on social media, Labrecque (2014)

outlined that two important aspects of a message include openness and interactivity. It was hypothesised that these build para-social interaction and yield to relationship marketing and trust. Labrecque explained that para-social interaction is originally used in communication. According to Horton and Richard Wohl (1956) par-asocial interaction is demonstrated in the development of relationships between the spectator and the performer. Labrecque conclude that with carefully designed messages and cues, companies can reach para-social interaction through social media. These included providing stories about the brand and backstage details. Also, the outcomes outlined that as long as the audience cannot notice that the organisations are using automated messages, this automation were found useful in providing para-social interaction.

With regards, to engagement, it is argued in this PhD that engagement on SNS is linked to trust development. To demonstrate, trust was included as a predictor or antecedent of site use (Chen & Sharma, 2012). In that sense, people would join a certain site due to believing it to be trustworthy. Following that thought, trust was seen as an antecedent of engagement with brand pages in the study of Tsai and Men (2013), so if users trust it, they will engage with it. Engagement then becomes a measurement of trust. In that case trust was studied through the source, message and medium credibility (Tsai & Men, 2013). More research on content was carried out in relating content to engagement, also not directly to trust (as the interest in this thesis), yet still, it provides a framework for looking at content which serves this thesis's purpose. For example, Chauhan and Pillai (2013) stated that content type and agility leads to more comments and likes and so more engagement, which is expected to result in favourable brand behaviours. Whilst favourable brand behaviour is not trust, it is still an indication of a positive outcome of engagement. Messages in this research of Chauhan and Pillai were differentiated based on agility (frequency), type (text or photo), context (relevance) and timing of post. These elements are of important consideration in the observation of content. Yet, they have not outlined any details on the information shared. Furthermore, previous work has focused on the notion that corporates need to control and decide which level of social media engagement should be targeted in order to reach desirable positive public perception. To elaborate, Benthaus et al. (2016) have worked on the social media strategies companies can use to reach the desired perception. Whereas companies can keep positive impression through assertive tactics or defend the negative events through defensive tactic.

The field of public relations also is of particular importance to the direction offered in this thesis. To support, public relational outcomes include elements like trust. In line with that

direction, Men and Tsai (2015) have focused on infusing humanity to corporates in investigating relationships with publics online. Men and Tsai (2015) used the impact of different corporate characters previously established in the Corporate Character Scale of Davies et al. (2004) to investigate the influence of communication personification on public engagement, which would lead to public relational outcomes. These corporate characters included namely agreeableness, enterprise, competence and ruthlessness. According to Davies et al. (2004), the characters can be explained as follows, first, an agreeable corporate character reflects warmth, openness, friendliness and being pleasant. Second, enterprise character resembles traits like being cool, young, modern and innovative. Third, competence character demonstrates hardworking, reliable and achievement motivated trait. Fourth, ruthlessness reflects on being arrogant, dominant and leading.

In the context of SNS communication, trust has also been viewed as a result of relationships in the context of public relationships, where the criteria for a quality relationship include reciprocity, trust, credibility, mutual legitimacy, openness, and long-term commitment (Men & Tsai, 2013b). From a corporate perspective, studies were found to focus on reputation management and impression management. For example, it was found that companies go online to enhance trustworthiness, brand attitude and commitment. These were explained as the elements leading to online reputation management (Dijkmans et al., 2015). This management procedure involves a number of activities like; interaction, creation of content that can be shared, listening to what audiences are saying, following their dialogue, tackling negative content and following up on ideas that emerged as outlined by Dijkmans et al. Furthermore, their research has related engagement on social media of companies to corporate reputation and has differentiated the customers from non-customers. Findings proved a successful relationship between engagement and corporate reputation.

Content or the message focus is considered integral to the process of creating relationships in the content of this thesis. From a content or message perspective, the importance of message structure and developing an effective message to impact public perception is highlighted in the work of Price et al. (2015). Messages were outlined to constitute structure (argument), content (emotional appeals), language (speed or power). Also, with respect to the information shared Kim et al. (2015) proposed a variable related to specifically the information shared. They define their approach to public announcement as “The practice of promoting and disseminating information and ideas to a specific or

general audience” (Kim et al., 2015). The dimensions included suitability of information, accuracy of information, suitability of timing, suitability of frequency. Further to that, previous work like Colliander and Dahlén (2011) has provided interesting measures such as Writer – Brand relationships. This was examined through writer credibility, perceptions of a certain blog, and credibility of a text through already existing items in literature. While this work has no direct relationship to SNS like Facebook or Twitter and instead it focuses on blogs, it provides insights into how to look at relationships through text, perceptions and writer credibility. Writer credibility was measured with respect to writers being convincing, believable or unbiased. Attitude toward the text was measured with three items regarding positivity, favourable impression of content and the fact that users like the post. The credibility of the text was measured through text being convincing, believable and/or unbiased.

2.3.3 Summary

Clearly, social capital can be vital to examining the value of connections on SNS. On the one hand, Social Capital theory places importance to the role of relationships and connections in providing a beneficial outcome. Whereas SNS orbit around the idea of connections and relationships. Also, social capital is associated with trust, an essential element of investigations when researching the outcomes of connection through SNS interaction. Hence, this section reflects how social capital is integral in contextualising relationship and trust in this study. To that end, this section has reflected how trust is contextualised in the context of this thesis. Specifically, the approach followed in constructing the development of trust presents an additional perspective in reviewing trust. Trust in similar previous studies was embedded in the approach as informed by a range of theoretical concepts. Followed by that, this thesis brings together a number of factors that are modified to the context of interest. Specifically, elements like engagement, impression management, public relations and content which have provided a broader visualisation of how trust can be reviewed in the current research.

Chapter 3 Research Methodology

3.1 Introduction

With an aspiration to translate the meanings of the previously reviewed literature, including the identified gaps in previous work, as well as the early community observations noted by the researcher into methodological terms, the researcher dedicates this chapter for research methodology. Being a qualitative, exploratory research, this research adopts a social constructivist research philosophy. The choice of research design and strategy of netnography, composed of interviews and online content observation, and subsequent ethical considerations are discussed in this chapter. Essentially, this chapter includes the philosophical direction of the research to answer the research questions and fulfil the research objectives of this investigation. Chapter One has contextualised the research in terms of the research problem, providing detail of the online communities of interest for this study and the reflexivity of the research in this work (section 1.4.1). This chapter will critically extend on these to reach conclusions regarding the research questions, study objectives, relevant data collection and data analysis tools, the research design and philosophical considerations.

3.2 Approach to the Research Problem

The distinctiveness of UGC is embedded in the features of the social media platform that enabled the consumer (or user) to have equal opportunities to the producer (entity) in producing. Content thus, became highly democratised. These features make both the producer and user focal to understanding the platform and its culture. In fact, in a highly democratised platform like that of SNS, every node or agent is essential. Hence, to maximise understanding of the research context at hand, the approach would focus on all three communication nodes; the user, the entity and the content. The next paragraphs include a description of the three agents of communication as integral elements of the research problem. For further clarity, Figure 3.1 below provides further elaboration by outlining the role postulated for those three agents in this research.

First, the users of SNS. Those who go online to connect, consume, share and produce content. Web 2.0 has provided empowerment for users like never before. For example, SNS has enabled the interactivity, the diffusion of ideas, the multimedia context, the networking and connection and the freedom of speech. Indeed, these featured have made users rely on SNS and consume it more than traditional media. In this thesis, the focus is on a specific group of users, the Youth community, who are the most important capital

for the Egyptian society and economy today - as argued in Chapter One (section 1.2) - since they compose the largest percentage of the population (CAPMAS, 2015) and are considered to be the hope and the future for the nation.

In addition, as discussed earlier in Chapter One, Youth have a substantial role in this current investigation. To elaborate, for GOFE, Youth are argued to be the primary target audience when marketing and communicating with the public. Thus, the initial assumptions resonate that conversations between Youth and GOFE on SNS on topics like start-ups are focal for the investigation of relationship development between Youth and GOFE. These relationships are in turn expected to impact the overall relationship between Youth and The Government. This was hypothesised to be due to users' perception that GOFE are working on empowering Youth. Subsequently, it was assumed that users' trust in the agency (GOFE) could lead to overall trust in Government. In this thesis the interest was in drawing connections between Youth perceived behaviours and the observed behaviours by the researcher from the SNS data as shown in Figure 3.2 below.

Secondly, the producer, which has also gained massive empowerment from web 2.0. This is by providing new ways for outreach and connection with their target audience and/or the wider public, easily and rapidly. It also has allowed unprecedented access to customer insights and marketing research. Thus, building a relationship with the audience or customers has unleashed new opportunities (Moretti & Tuan, 2014). The producer of interest in this research is GOFE. It was of significance to find out the initial intention that GOFE retains in being present on SNS for marketing and communication. More specific, it was vital to discover whether the strategies adopted by GOFE are beyond 'just' publicity and whether aims of relationship development and trust are intended.

Consequently, as shown in Figure 3.1 below, the match between intention and actual implementation was of significant interest to the research question posed in this thesis. To further elaborate, the interest was in the development of the link between the strategic intent of GOFE and the observed behaviour by the researcher on SNS. Consequently, it was important for this research to find out to what extent do GOFE place value on the role of communication in relationship building and trust development. Furthermore, if a relationship orientation was found to be a target objective from their presence online, to what extent are the strategies they employ on SNS implementing relationship-oriented communication.

Thirdly, with regards to content, the social media on SNS. Due to the open and democratic nature of SNS, content becomes a common element between users and producers as they can both equally contribute. To further explain, from the producer perspective, the research interest was to observe and learn about GOFE communication and whether they have relationship and trust orientation in their actual content strategies. From a user perspective, the elements of interest in this study included what motivate the use of GOFE pages, what content is being consumed and what are the potential outcomes of such interaction were of interest.

Aside to the vitality of the role of agency in this study, another profound focus was on the power and impact of the topic of conversations between the users and the producers on GOFE SNS. These conversations on start-ups, innovation and entrepreneurship are expected to have impact on the relationship between the users, and producers in our context. We are therefore interested in the role of the topic of conversation on the potential of developing relationships between users. Additionally, it is significant to this research to explore if the topic of conversation can yield to a positive perception of trust in the agency and/or the government.

Figure 3.1 Approach to The Research Problem

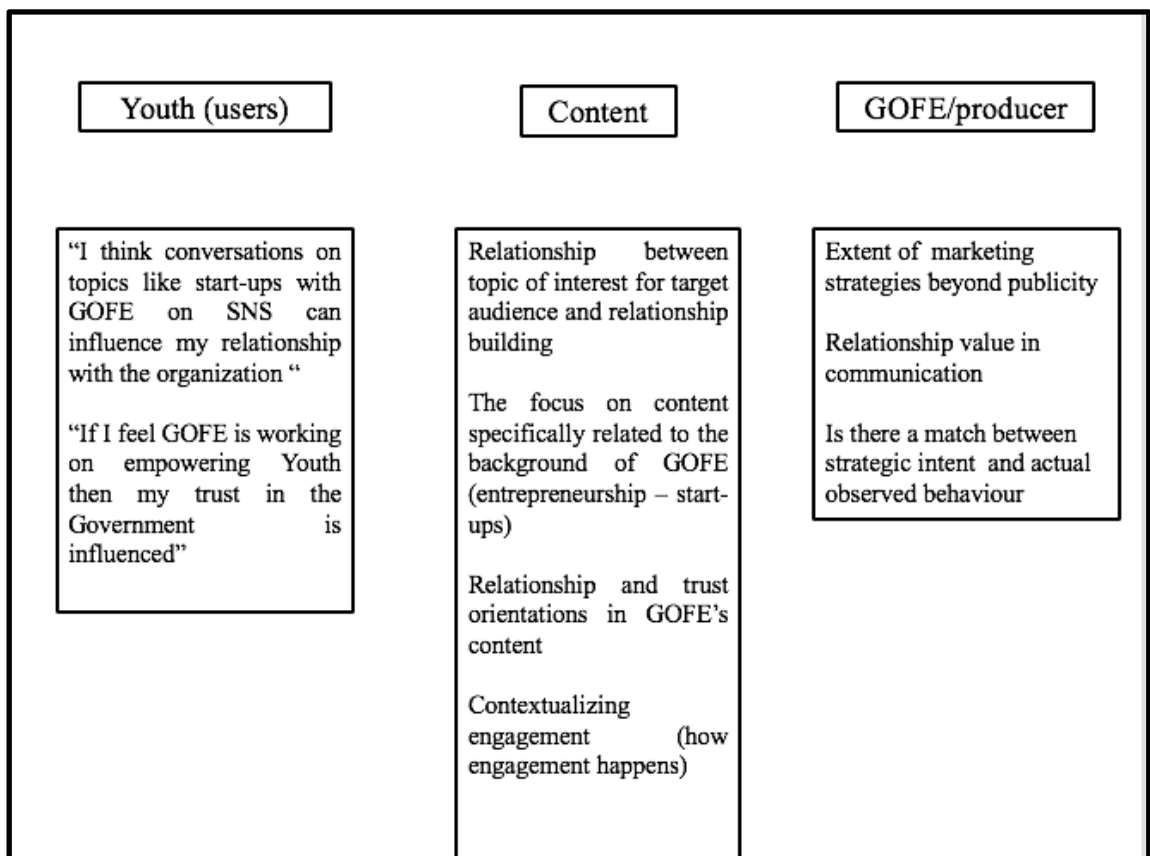
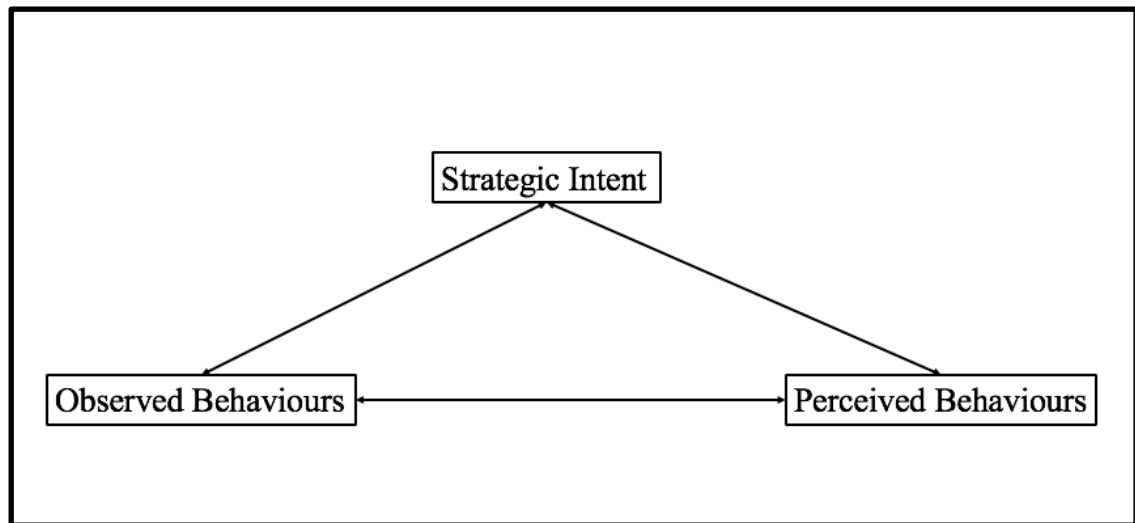


Figure 3.2 Approach in Examining Perceived and Actual Behaviours of GOFE and Youth



3.3 Research Philosophy and Approaches

According to Creswell (2013), research approaches are about taking the research from broad assumptions all the way to data collection and analysis. Consequently, in this chapter all details in-between the broad problem area and how the researcher intends to analyse the data is discussed. This thesis was grounded on exploring what happens when users and government entities come together on SNS. More precisely, it is about investigating Youth engagement with GOFE on SNS in Egypt. In the meantime, this study is interested in exploring the role of the organisations' message in affecting the relationships and trust potentials. In doing so, this investigation places weight on the nature of communication in the digital realm and the role of mediated conversations. To further demonstrate, this section will outline the framework of philosophical assumptions, and strategies of inquiry and methodology, starting with the research approach.

This thesis is qualitative in its investigation of Youth engagement with GOFE over SNS. This is based on the observation that qualitative research is political, theoretically interpretive and interdisciplinary (Brennen, 2012). Other reasons that made the qualitative approach appropriate for this research is, that qualitative studies apply a naturalistic approach to understanding the meaning people assign to phenomena (Snape & Spencer, 2003). The phenomena in this context include the increase in use and reliance of young adults in Egypt of SNS and the adoption by Government of these technologies to enhance

outreach. Elements of vitality to this research include the understanding of the meanings that emerge from interactions and the exposure of Youth to GOFE communication through SNS. Accordingly, the qualitative approach would enable these aims. As Brennen (2012:5) notes, unlike quantitative enquiry, qualitative researchers look for value and meanings shaped in media.

In terms of contribution, being qualitative offers a lot of potential contributions from this investigation. To explain, there is a need for more qualitative studies on social media. For example, in the review of studies conducted on social media from 2006 to 2011, Zhang and Leung (2014) reflected that only 11% from their sample was qualitative as contrasted to 75% quantitative, this provides evidence for the need of more qualitative research. In fact, even recently, there is still a large body of quantitative investigations in similar inquiries, for example, the study of Haro-de-Rosario et al. (2018). More support for the rationale of qualitative approaches in this study comes from the Egyptian context. To explain, previous research indicated that more studies are needed in the non-Western context (Zhang & Leung, 2014), specifically with emphasis on ethnographic approaches (Ellison, 2007). Therefore, conducting social media investigations in Egypt potentially aims to close the gap.

Suffice that, qualitative approaches followed in investigating Youth engagement with GOFE on SNS was backed up by previous research work within similar contexts. For example, in the political marketing domain, focusing on relationship marketing theory, previous work adopted qualitative investigations like that of Parsons and Rowling (2015). Also, studies like Dunne et al. (2010) was conducted on young adults and in the context of SNS using a qualitative approach. Furthermore, research on social media institutionalisation in the government context adopted qualitative interviews (Mergel, 2016). Previously, the PhDs that focused on the application of political marketing theory have followed a similar approach in applying qualitative techniques (Pich, 2012; Susila, 2014).

In planning for the research, key aspects of qualitative research are deemed to be important in setting guidelines for the research blueprint. These guidelines contributed to the formation of philosophical assumptions and inquiries of knowledge. They also were a foundation for the choice of data collection and analysis. In setting these considerations, elements are adapted from the work of Snape and Spencer (2003). In their approach, they included that qualitative research is principally not about quantifying, it includes

developing an in-depth understanding, the sample involved is small, and it is based on certain criteria or purposive sampling. Snape and Spencer also embraced that the data collection tools are selected to allow for a close contact between the researcher and the respondents. Furthermore, Snape and Spencer stated that the outcomes of research include a representation of the meanings of the respondents' social world.

Ethical considerations are essential in this thesis. Specifically, being focused on media and the digital culture, the author is aware of the complexity of the platform in terms of ethical implications. Subsequently, this research brings its own set of reflections for this investigation to consider in terms of ethics. These deliberations were infused throughout the research procedure of this PhD and are further discussed in section 3.6 for the data collection and data analysis phases. Indeed, ethics are considered from the onset of this thesis as outlined in section 1.4.1 of the reflective researcher. According to Brennen (2012), ethical consideration in media studies with a qualitative approach include: First, that the respondents must be aware that they are part of a research project. Second, the respondents should willingly agree to accept or reject being part of an interview or a data collection. Third, the respondents must fully understand what the intention of the research is, and why they are part of it. Finally, there should be confidentiality of opinions and identities in the process

Within qualitative research, there are many options for research design. In the investigation of Egyptian digital culture, this thesis adopts an ethnographic approach. Ethnography has emerged from sociology and anthropology and it is about looking for patterns in the culture of a certain group for a period of time, where data collection usually includes observations and interviews (Creswell, 2014). The choice of Ethnography does not only provide a flexible approach to qualitative research designs, but also is due to the fact that ethnographies are based on highly contextualised lived realities by the group of interest as explained by Schensul et al. (1999). These groups of interest are Youth and GOFE and their interactions that are observed in their online interaction.

However, this study is about the rising digital culture and the SNS platforms, thus, to stay up to date this thesis follows the traditional ethnographic approach to inquiry while updating this to netnography to suit the contemporary communication platforms. Kozinets – the founder of this approach – explains that “netnography is a qualitative method devised specifically to investigate the consumer behaviour of cultures and community present on the Internet” Kozinets (1998). Netnography started with a focus

on market research but has now expanded. This is due to the fact that it is believed that without incorporating the Internet it is very hard to understand everyday life in current societal contexts (Kozinets, 2010). Other PhDs that followed a similar approach and applied netnography to their social media investigation include that of Serafinelli (2015), Bumbalough (2016) and Grech (2012). This section places netnography as a departure point in the design of a qualitative approach, yet a detailed description of the full data collection process will be in section 3.3 of this chapter.

Due to being associated but not directly similar to ethnography, netnography has triggered a lot of debates into its name and into its definition. In this study, the direction of Kozinets is followed in defining and applying the principles of netnography. Kozinets (2010:1) defined netnography as “a specialised form of ethnography adapted to the unique computer- mediated contingencies of today’s social worlds”. The fitting of netnography in investigating the interaction of interest on SNS in this thesis was due to the fact that, the online experience lived is different than a traditional face to face interaction, so it requires its own investigation away from traditional forms of ethnography by creating its own identity and frames (Kozinets, 2010). Therefore, netnography is among the very few concepts (used to describe netnography) that provide a direct procedure and guideline to researchers interested in doing ethnography to study an online community. Kozinets has written a lot of work criticising the miss definition of netnography and mixing it with other ‘almost similar’ concepts. Reviewing these enable an explanation of what is and what is not netnography.

For instance, some scholars used the term digital ethnography to describe what they use as an online form of conducting ethnography but in their work, they only have observational methods of computer data. Kozinets, criticised their work by explaining there is not any interaction from the research with the respondents and that is not considered ethnography but rather software analytics (Kozinets, 2016). This is an indication of the importance of researcher engagement and communication with the sample of investigation in conducting netnography. Another misleading name criticised by Kozinets (2016) was webnography used by Puri (2009) to describe conversations between consumers on web forums as insights. On the other hand, Kozinets has praised the direction of scholars like Miller and Horst (2012) in explaining digital ethnography since they honour the materiality of the digital anthropology, which later Kozinets describes as “the materiality of technology and the digital infrastructure itself, the materiality of digital content itself, and the materiality of the digital as an actual context”

(Kozinets, 2015:18). In section 3.5 of this chapter netnography is further matched to the current investigations. For the purpose of clarity to the application of netnography in this study, this research follows the ‘Spiral shell’ of netnography produced by Kozinets (2015), the founder of this approach. Table 3.1 below provides a process of 12 steps of a continuing spiral shell to assist in conducting netnography. The Table reflects how netnography was operationalised in the context of this study through the various steps. For this thesis on SNS dialogues between Youth and GOFE, the approach of netnography combines interviews and observations (including textual analysis) of online interaction; this was to provide an innovative approach to the research problem.

Table 3.1 The Spiral Shell of Netnography, Reproduced from Kozinets (2015)

Introspection	Reflecting on the interaction between the research and the life of researcher. This interaction is built early in the beginning of the thesis in Chapter One (see section 1.1 and 1.4.1).
Investigation	Setting the netnographic question that gives reason for choice of approach. The initial research question or direction is demonstrated in Chapter One and the specific questions with their components are found in Chapter Three (see section 3.4 of this chapter).
Information	Raising the ethical concerns and acceptable standards are followed. Ethical consideration regarding the topic, platform and participant safety and confidentiality are highlighted in section 3.6.2.1.
Interview	Informing later stages by interviewing sites or people. Description of the application of this item can be found in Phase Two and Three in section 3.6.1 of this chapter.
Inspection	Choices of site(s) through evaluations of site, topic or people. This takes place early on in the pilot data found in Appendix A, Chapter One (see section 1.2.2) and in Phase One in the research procedure (see section 3.6.1).
Interaction	The strategy that explains interaction between researcher and participants. More on this interaction can be found in Chapter One (section 1.2.2) and through the three phases of section 3.4.1 of this chapter.
Immersion	Human time or deep immersion with the data, topic or site. Demonstrated through the Three Phases in section 3.6.1 of this chapter.
Indexing	Ensuring the right amount of data is collected (small but quality). This is reflected through the sampling approach in 3.6.3 of this chapter.
Interpretation	Analysis of immediate data gathered for deep and rich understanding. Data analysis take a whole process as elaborated in 3.6.2 of this chapter. Also, depth is found in Chapter Four, Five and Six.

Iteration	Spiralling between the phases when necessary as reflected in phases of data collection in section 3.6.1 and in the phases of data analysis in section 3.6.2.
Instantiation	The representation of the netnographic project (human/digital/symbolic). The symbolic netnographer approach is highlighted in various phases of sections 3.6, 3.6.1, 3.6.2, 3.6.3 and further in upcoming chapters on findings and recommendations like Chapter Five, Six, Seven and Eight.

3.3.1 Philosophical Assumptions

Essentially, this thesis is social constructive in its design. Regarding what there is to study and explore, the research follows a position of idealism due to the belief that there are socially composed realities. Moderate direction of empathetic neutrality, the subjective theory of truth and the potential for an inductive approach. As a last point, the interpretive paradigm is applied in this thesis instead of a positivist. This is motivated by belief that qualitative researchers understand that the work is socially constructed (Brennen, 2012) and that social constructivists look for meanings in the world they live and work in (Creswell, 2003). Crotty (1998) discusses constructivism by expressing that we are born in a world of meaning denoted by our culture, so the researchers make understanding by visiting the context and gathering data to translate it based on their own experiences and settings. Below are the elements of embedding this approach in this thesis grounded on the seminal work of Creswell (2003; 2014):

- In social constructive approaches, the researcher depends on the participant's view of the subject being researched to a great extent.
- For social constructivists, the questions are broad to gain meanings based on the interaction of the participants, the more open-ended questions enable greater depth in the findings. This is as a result of the fact that the meanings are not imprinted on people but are based on interaction with others, thus social constructivism.
- The research focuses on situations where individuals live or work to gain meaning of social and cultural settings.
- The researcher should be positioned in the research since their interpretation gives meaning to the study.

The interest of understanding the engagement between Youth and GOFE and the content they share on SNS matches the assumptions of social constructive research. In this

paragraph, the elements above will be translated to implications and relevance in this research case. Social constructivism matches the initiative taken by this thesis in joining the SNS to understand about the culture in which Youth and GOFE engage and where the researcher can witness such interaction and create meanings from it based on their experience. Thus Youth, GOFE and the Researcher are all part of the culture, by directly living it or experiencing it. In this study, the agents (Youth and GOFE) are critical for collecting values. It is the perspectives created by the agents that help draw meanings in this research, thus the research depends on the respondent's view.

Additionally, content exchanged on SNS is essential in gaining deep insights. Here content is looked at in terms of its' effectiveness and intention. Accordingly, this thesis is interested in observing and studying the interaction on SNS among all agents in this context to attain implications and derive themes based on their collaboration. Interaction is core to this thesis where the space of meaning formation was on the SNS platforms. These platforms are highly characterised by rapid and dynamic interaction. The opening chapter of the thesis demonstrates how the research is positioned in the context of this study in section 1.4.1.

Regarding positions of what there is to know or the ontological assumptions, this PhD applies an idealism position. This position is applied based on ideas that reality is a result of socially composed (or constructed) meanings (Snape & Spencer, 2003). Accordingly, in this thesis the idealism position was followed, due to the fact that in this PhD it is believed that reality of social interaction and communication between Youth and GOFE on SNS is a result of socially composed (or constructed) meanings from the digital culture. This thesis adopts a contemporary approach in response to arguments over whether social reality is collective or whether there exists no one single reality and it is rather a series of socially constructed realities (Snape & Spencer, 2003).

In the adoption of the contemporary approach, it is believed that social worlds are governed by collective understanding and the rules of governing are changing. To support this, the rules of communication have changed. In the context of this study the rise in communication over SNS has brought its own rules, the rules of engaging, liking, sharing, co-creating and even co-destructing. These rules are different from previous medium like TV, radio or print. The uniqueness of those rules is due to their emergence from the power of crowds and networks, hence the collective understanding.

When it comes to how to learn about reality and what forms the basis of knowledge, the researcher adopts a moderate direction of empathetic neutrality, the subjective theory of truth and the inductive approach. The reasons behind such adoptions are based on rationale explained by Snape and Spencer (2003). First, the researcher believes that research is not valueless, and assumptions are best made transparent. A reflexive perspective is even considered in data collection and analysis. Secondly, the researcher believes that if there is multiple evidence about outcomes, then these can confirm a socially constructed reality. Thirdly, this research looked for evidence and patterns to conclude to meanings. Finally, the interpretive paradigm is applied in this thesis instead of a positivist. That is due to the discussion by Snape and Spencer that entails that understanding the social world is based on the perceptions of the respondents and the understanding of the researcher, as compared to the positivist approach that believes that the world is independent of the researcher. After having discussed the knowledge claims with the ontological and epistemological positions in this investigation, the next section details the questions and objectives to introduce the choices of data collection and analysis.

3.4 Research Questions and Objectives

Based on the above explanation and directions, the research questions (RQ1-3) and their associated research objectives (OB 1- 3) are outlined in Table 3.2 below. Further to this, the proposed data collection methods are matched to the desired research questions and objectives as shown in the first column from the right in Table 3.2. Further details of the different phases will be outlined in a later section (3.6.1). To be able to address the research questions and their underlying objectives, this thesis has lent itself to a qualitative approach (as outlined in section 3.3). Thus, this research has followed the methodological positions accompanied by qualitative research starting from the elements of inquiry, knowledge claims and ending with the design process. To develop the exact framework of the research process, it was important to first determine how each of the questions outlined below with their matching objectives will be addressed. The next few paragraphs will analyse how each of the inquiries of this thesis were covered.

Table 3.2. Research Questions and Objectives

Research Question	Research Objective(s)	Proposed data collection
RQ1: Why are GOFE present on SNS?	<p>OB 1.1: To explore the vision and marketing strategy of GOFE on SNS</p> <p>OB 1.2: To find out the intended outcomes of communication with target audience</p> <p>OB 1.3: To examine the current presence of GOFE on SNS</p>	<p>Interviews with GOFE (Phase Three)</p> <p>Interviews with GOFE (Phase Three)</p> <p>Online content (Phase Two)</p> <p>Interview with users (Phase Four)</p>
RQ2: How are Youth engaging with GOFE on SNS?	<p>OB 2.1: To explore determinants of Youth engagement with GOFE on SNS</p> <p>OB 2.2: To find out the Outcomes of Youth engagement with GOFE on SNS</p>	<p>Interview with users (Phase Four) and Online content (Phase Two)</p> <p>Interview with users (Phase Four)</p>
RQ3 What happens when users and GOFE interact on SNS in terms of overall trust in Government?	<p>OB 3.1: To investigate the role of the topic of conversation (entrepreneurship) in moderating relationship development and trust between the users, agency and/or government</p> <p>OB 3.2: To investigate the role of a communicating with GOFE (agency) on SNS in influencing trust in Government</p>	<p>Interview with users (Phase Four)</p> <p>Online content (Phase Two, Three and Four)</p>

RQ1: Why are GOFE present on SNS?

The purpose of this RQ1 as outlined was to explore why an agency like the GOFE as part of the Government has decided to invest in social media and SNS. More specifically this question aimed to study the intentions of GOFE to be present on SNS and to communicate with their target audience. The objective was to explore the vision of a selection of different GOFE (OB 1.1: To explore the vision and marketing strategy of GOFE on SNS). More specifically every marketing department has a vision for their marketing strategy which entails what exactly they aim to achieve through their communication with their

target audience. This is specifically true with social media communication, where entities need to have specific objectives of why they went online.

It was also important to understand the expected outcomes of communicating with a target audience on SNS. In essence, what are the expected outcomes of engaging with the target audience with a special interest in relationship building and trust (OB 1.2: To find out the intended outcomes of communication with target audience). Furthermore, since this research is investigating the practices of the public sector in communication, it was essential to investigate the match between strategy and implementation as shown in Figure 3.2 above, because implementing social media in government is far beyond setting up accounts and uploading content (Goncalves et al., 2015). That is to what extent is the agency applying the strategic marketing and communication strategy to its SNS representation (OB 1.3- To examine the current presence of GOFE on SNS).

Through this research question and its underlying objectives, the researcher expected to find a variety of approaches towards setting a clear marketing strategy by GOFE. One that explains why GOFE are communicating through SNS with the public. For example, some entities are expected to only join SNS to share information and create one-way announcements like contents of their activities, thus promotion or advertising. On the other hand, it is expected that other GOFE would have a vision that goes beyond publicity and aims to create relationship marketing messages and integrate their communication (i.e. Integrated Marketing Communications).

In both cases, it was expected that through observations and analysis of the content that there will be a gap between strategy announced internally and actual content implemented. Furthermore, the researcher might be able to find out that there are no strategies, or the team working on social media are not experts in the field, and no consultation is provided to audit and monitor the effectiveness. Finally, the researcher assumes that if a team of experts in the domain implement GOFEs' presence online, there will be knowledge of how their communication strategies affect overall impression or trust in Government (brand reputation management).

RQ2: How are Youth engaging with GOFE on SNS?

The second question RQ2 focuses on the user perspective within context under investigation. Initially the interest here is to find out why the interest group of Youth in Egypt who use SNS would choose to like and follow an SNS handle like that of a GOFE.

Also, what could possibly motivate them to interact and engage with GOFE (OB 2.1: To explore determinants of Youth engagement with GOFE on SNS). Added to this, it is of interest in this research to find the perspective of Youth, as users, of whether engaging with GOFE on SNS can lead to development of a relationship and trust between the organisation and its public. Consequently, what through do they have on their engagement with GOFE on SNS can lead to, what could the consequences be (OB 2.2: To find out the outcomes of Youth engagement with GOFE on SNS). Finally, it is important for this research question to explore if the content (topic) of the SNS accounts of interest (entrepreneurship) have an impact on trust development. Which is further investigated in more depth through RQ3.

The findings of this research are expected to be different to the usual assumptions of how the Youth in Egypt might perceive a Government entity representation on SNS. First, it is hypothesised that users join these accounts for a variety of reasons, the catchy logo and brand identity that would be seen as different to other government SNS accounts that are not as well branded. Another motive could be the opportunities of funding or training available for them. Additionally, it could be due to their interest to know what the scope of activity of those entities is. Also, they could join because other members of their network have joined, it has become popular in their network, or word of mouth has captured their attention.

The outcomes of joining GOFE SNS are expected to vary. From one side, there are users who may create positive perceptions about the entities based on the presented activities on SNS. Other positive perceptions could be related to offline activities like, for example, a user who learnt about a session and joined it and had rewarding outcomes. These positive perceptions are expected to yield to relationship and trust. Furthermore, based on complaints or specific query (asking a question, needing help with an application... etc.), it is expected to get both positive and negative perceptions of GOFE, depending on the reaction of GOFE. Accordingly, the negative perceptions formed due to the reaction of GOFE to complaints and query are expected to affect the relationship negatively.

RQ3: What happens when users and GOFE interact on SNS in terms of overall trust in Government?

Finally, the third research question focuses on the content and agency. First, content plays a great role in the proposed investigation. It is proposed that the fact that the GOFE is communicating over a topic that is considered positive as it provides opportunities for the

future and deals with current constraints for Youth (unemployment), this would influence relationship development and trust. Thus, it is of interest to investigate whether the content of the conversation has an overall impact on the positive perception of the agency (OB 3.2). That is, was it possible that after users go on GOFE's SNS accounts and engage with their content over positive topics by reading, liking, sharing, or creating content, that the relationship is improved between them and the agency. Which can result in overall trust in Government (OB 3.2). To be able to reach the related data for this research question, the data collection techniques are linked to that of RQ1 and RQ2.

More specifically, the relationship between a topic of interest for the target audience (Youth) and relationship building is collected through interviews. The relationship orientations in GOFE content on SNS is confirmed through the interviews and netnography. This question and its underlying objective cannot be met through the SNS data only, because many SNS can provide ways of filtering and approving posts by visitors, thus the negative word of mouth cannot be easily captured, unless through ratings and reviews. A limitation that is worth pinpointing would be that many pages now on Facebook for instance filter the content of users, which could alter the themes to be extracted since it will only show the companies perspective. One way of overcoming this is to review the page ratings which could provide extra insights into users' perspectives. Another method is to complement the understanding through the use of personal interviews with the users.

Through this question, it is expected to find out that content could have a role in creating favourable behaviours towards GOFE and the overall Government. These are expected to be positive behaviours specifically for those who have had a positive perception and successful experience with GOFE. In return, these successful experiences and perceptions could potentially have an impact in how the user perceives the overall Government. In a nutshell, because the user was satisfied with content and interaction on SNS, and have observed, and became part of what the Government is doing in terms of creating jobs, providing start-up training and advice, and thus have seen how the Government tackle important issues to them, then their trust to the Government would be positive.

3.5 Netnography: SNS Observation and Interviews

The initial direction of this thesis was to investigate what happens when Youth come together on SNS in terms of social capital in Egypt and especially whether it changes their interaction with government agencies (GOFE). Agencies that focus on areas of start-up

and entrepreneurship topics that are vital to the youth and future of tomorrow. This purpose abides by Kozinets thoughts that netnography really goes down to every detail of finding out how technology is changing the human experience (Kozinets, 2016). To do so, this thesis follows fieldwork that comprises of online observation of the accounts, textual analysis of content from the accounts, and offline interviews. The interviews were conducted both with Youth (who are users and interact with GOFE) and marketing or social media professionals from GOFE. The textual analysis is of GOFEs' online communication and the observation of the dynamics of interaction and engagement between both parties. The next few paragraphs explain the choice of fieldwork organised and contrasted against the guidelines of netnography specifically and qualitative research more generally.

The netnographic investigation is composed of online observation, textual analysis and interviews. This provides two sets of data, SNS data (Facebook) and interviews data. The upcoming sections review the approach of data collection methods in line with the philosophical direction and research questions. This is due to the importance of consistency between philosophy and methods used as outlined by Snape and Spencer (2003). The procedure of analysis will be covered more in Chapter Four of This thesis. The outline of data collection techniques in this section will be based on the data collection 'tool'. Previously, this chapter introduced the research questions and directions based on the three key contributors of this PhD. Yet, to best demonstrate the netnographic approach to this qualitative investigation, which includes a mix of methods that overlaps between the contributions, it will be best to introduce the data collection tools based on the technique (or tool) rather than the communication agent (Agency, User, Platform). Thus, the next few paragraphs will address the choice of tools that compose the netnographic package and the approach to the understanding of Youth use of SNS and its impact on change in Egypt. To be more specific, netnography will be contextualised through explaining and giving reasons for the choice of methodologies that compose the netnographic strategy in this thesis.

3.5.1 Participant Observations

Participant observation comprises an integral piece of the netnographic approach of the methodology in this thesis. This is due to the fact that, netnography was initially described to be based on participant observation online (Kozinets, 2015). Observation as a data collection tool (also used for analysis) allows the researcher to gain data from different angles and at different times in the natural setting of the phenomena as outlined by

Nørskov and Rask (2011). As per Kawulich (2005), observation is the description of events and behaviours in a setting for a certain study, that allows the researcher to provide a full picture of the study (Kawulich, 2005). In netnography, people socialise online in normal activities, data emerges and is gathered by researcher's observation, according to Kozinets (2010). In this PhD, textual analysis is embedded in the process of observation as discussed in depth in section 3.6.2 of this chapter.

One of the most useful applications of observation is that it enables further reflection (Kawulich, 2005). This means in this study, observations, allow for checking for meanings or certain situations mentioned in the interview that need deeper understandings. Also, observations allow for duality in data gathered (Kozinets, 2015). This implies that through participant observation this thesis the researcher will have access to both archival and live communication, what Kozinets referred to as duality. Another valuable implication of observation is what Musante DeWalt and DeWalt (2002) discussed. In their work, they argue that the combination of observation with interviews yields to better quality. Accordingly, observations in this thesis increase the chance of stronger output since they are accompanied by interviews.

In this PhD's research approach, there is a strong theoretical understanding of the approach to the research problem and to address the questions, which was clear from the literature review and research gap. Also, the process of sampling or choice of site and participants (as will be explained in section 3.4.3) was sound and has a lot of rationality in the decisions taken. Further to that the framework for data to be collected from SNS, which will be explained later in Chapter Four, adds rigor and depth to what is there to be explored. Finally, in the introduction to this thesis, the researcher has cleared all matters related to the reflexive researcher and have placed considerable attention to elements of age, gender, background and nationality in the context of this PhD research. These elements discussed in this paragraph tackle the aspects of errors in applying observation as outlined by Kawulich (2005). These errors included the theoretical approach, gender and social class. Such aspects were found to have an implication on the analysis and interpretations of the research for the context researched (Kawulich, 2005).

Across the literature, there could be different choices associated with conducting observations. This investigation follows unstructured observation. This aims at unleashing different meanings to the actors being investigated (Youth, GOFE and SNS). This approach is specifically followed due to allowing flexibility for the researcher as

outlined by Nørskov and Rask (2011). In this thesis the kinds of data obtained are observational and archival (text and images) (Kulavuz-Onal & Vásquez, 2013). SNS hold a great deal of synchronous (instant) and asynchronous (non-instant) communication data, both of which this thesis is interested in examining. Synchronous content can be found in the forms of the instant responses of sharing, commenting, and liking. These have gained popularity where organisations would measure the amount of response over time. Asynchronous content was reflected in the archival data that is presented from the past.

Another notion associated with participant observation is the field notes. These are especially important because it gives the researcher room to write notes aside from the textual and imagery observations. This allows for an incorporation of the lived experience (Kulavuz-Onal & Vásquez, 2013). The investigation of Youth engagement with GOFÉ on SNS in Egypt offers a unique contribution through the produced field notes. This is due to the fact that, these are public sites and the researcher's field notes are an additional understanding of what is already publicly available online as argued by Kozinets (2010). Additionally, the field or site of conducting observation in netnography is important to consider. This importance is due to the fact that communities found online can span across the different platforms, hence the boundaries must be set (like geographic locations in ethnography) (Kozinets, 2002). This is rather challenging in a dynamic culture where people can share a photo from Instagram, to appear on a Facebook timeline, or a video from YouTube to Twitter through a shortened URL. Therefore, in this study, the focus was on one SNS as a start, yet there is consideration for additional or complementary platforms in the context of GOFÉ presence on SNS. These additional platforms would be noted for in the field notes.

This thesis followed a complete observer approach. This avoids any influence to the observed interactions as explained by Adler and Adler (1994). This is specifically useful because interaction could stem across platforms, which is important to observe for as noted by Kulavuz-Onal and Vásquez (2013). In this context, the researcher was present in the communities by following an account or liking a page. Since the researcher is considered present by logging into the computer (Kulavuz-Onal & Vásquez, 2013). Thus, in this study, the researcher is also a non-participant in the sense that they are present on the platform, yet they do not contribute. This is supported by Musante DeWalt and DeWalt (2002) who explained that in passive participation you learn by being on the site, but not active, only observing (while still being physically there).

In addition, the researcher considers the guidelines found in the literature to conduct participant observation while applying it to the context of this PhD. For example, Taylor and Bogdan (1984) suggested becoming familiar with the setting before collecting data; in this thesis this occurred through the process of deciding on the communities to be observed and through collecting pilot data. Kawulich (2005) added; giving attention to shifting from a broad to a narrow angle in observation; focusing on the whole community rather than paying close attention to one individual. Added to that, the search for particular key words in the conversation to enable easier allocation of the content at later stage. Also, Kulavuz-Onal and Vásquez (2013) suggested that field notes must be included of observations, notes, technologies and adding to these screen shots. Kawulich (2005) further illustrated that feelings and thoughts of a researcher might be best to be noted separately. Schensul et al. (1999) have provided a few points in field notes like, using the exact quotes when you can, keeping activities described in order and providing descriptions only with no implied meanings. More on the exact procedure conducted can be found in Chapter Four and Chapter Five of This thesis. In the upcoming section, more details regarding the choice of interviews will be outlined. It is important to note that interviews are complementary to participant observation. The adoption of interviews in the netnographic investigation of this study takes a unique direction, which will be fully outlined, in the next section.

3.5.2 Interviews

Netnography is considered a multi-method and multi-phased approach (Costello et al., 2017). This implies that netnographic studies would include more than one method to attain the best insights depending on the situation of the research. Therefore, the second kind of data collection followed in this research is in-depth structured interviews. The target audience of these interviews were the users (Youth) and GOFÉ. Later in section 3.4.3 there will be a discussion of sampling and how the respondents were verified. Being netnographic, this research places much importance on naturalistic and real conversations within the context of research. Accordingly, interviews seem relevant for such purposes. To elaborate, much scholarly work has described interviews using the notion of naturally occurring conversation (Brinkmann, 2013) with a purpose (Legard et al., 2003). Also, it provides the most straightforward interaction between researcher and respondent (Kazmer & Xie, 2008). Interviews are usually used to provide the experience of individuals around certain topics (Malhotra & Birks, 2007). Finally, Kvale (1983)

indicated that an interview aims to collect explanations of the life or world of the respondent with respect to the understanding of the meaning of the described phenomena.

Some key perceptions of interviews by Legard et al. (2003) were considered essential for grounding the choice of interviews in this study. First, the ability to generate knowledge and depth of insight into the natural setting of data collection. Second, the flexible and highly interactive nature. Interviews also suit the qualitative aspects of the current investigation at hand. This is because interviews cherish the exploratory nature of qualitative data collection as it allows the researcher to take a full opportunity to investigate the respondent's feelings, opinions and reasons as argued by Legard et al. (2003). Further to that, Legard et al. (2003) explain that based on the research questions, interviews will allow knowledge generation by allowing the respondent to highlight aspects that were not highlighted before.

Describing interviews as synchronous, Opdenakker (2006) has outlined some of the useful advantages and disadvantages. Accordingly, it is outlined that uniquely face-to-face interviews would allow a full benefit of social cues like voice and body language. In this research, this was indeed useful since the respondent is the subject and their attitude towards the phenomena was of interest. At the same time, Opdenakker (2006) has outlined that this same advantage can disturb the interviewer and so awareness in advance is essential. Much research follows a recording tactic, which can overcome such a challenge and also gives time to the researcher to write notes (Opdenakker, 2006), but sometimes the recording fails which can become massively problematic.

Moreover, face to face interviews allow for an instant reaction with no time delay, which means that the respondents can be more genuine and will not take the time to further think. But Opdenakker (2006) highlighted that more attention must be paid to the structuring of questions in such an interactive approach. Also, the standardisation of the procedure would give this research a high chance to create a favourable environment during the interview, but this will come at a high cost of time and money. This is especially true in this PhD research as contrasted to online interviews, which would save a lot of money, time and transcribing efforts. Furthermore, as Opdenakker highlights the termination of the face-to-face interview is far easier than many other kinds of an interview process.

Additionally, interviews are known to be conducted with sensitive topics like politics (Brinkmann, 2013) and the semi-structured approach provides room for the respondent to respond in a way they find comfortable. Other challenges include the dilemma of knowledge versus ethical issues, this is due to the fact that the interviewer's interest is to gather maximum insights and there should be respect to the safety and honour of the respondent (Kvale, 2008). Most of the non-spoken impressions in an interview yield to great findings, however, these can get lost in transcription (Brinkmann, 2013). Also, many of the responses might be led by certain behaviours of the interviewer, which can be misleading (Opdenakker, 2006). Many aspects could disturb the respondents during the interview and lead to poor insights, like noise in the background (Kazmer & Xie, 2008). Finally, there has been critics to interviews ability to be generalisable and reliable, since findings are not believed to get applied to other situations, findings cannot be interpreted differently one time over the other and the conduction approach differs (Brinkmann, 2013).

In the context of the research the aforementioned discussion provides a valuable contribution to this study. To elaborate, one sample of the respondents is Youth, who would enjoy the interaction through interviews in discussion of their engagement with GOFE on SNS. Accordingly, this allowed for the unleashing of meanings that are associated with their interactions online. Also, it seemed very relevant to investigate motives and behaviours regarding interaction on a platform like SNS full of dialogue using a technique mainly based on conversation. There exist multiple forms of interviews ranging from structured to unstructured leaving the researcher with the choice with respect to the topic being investigated. In-depth semi-structured interviews have been considered a focal method in qualitative research (Legard et al., 2003). Also by creating a balance between flexibility and structure, semi-structured interviews will allow for an invitation for the respondents to openly express their views, but while still following a pre-planned structure as outlined by Bryman and Bell (2007).

The reason why this research utilises in-depth interviews is, to recognise the meanings people assign to their lived experiences and to find out the emotions, feelings, perceptions and motives of certain behaviours as indicated by Bowen (2005). The structural aspect offers a guideline to the investigation with GOFE marketing representatives whom were invited to report their expertise on the strategy of communicating with Youth on SNS. Accordingly, whilst it is interesting to dig deep for insights from their side, the structure also ensures the pre-planned necessary elements are covered. It is important to mention

that semi structured interviews were selected as it enabled for logical preparation prior to collection of data.

The rise of technology has also had an impact on the variety of interviews options available for qualitative data inquiry. More especially in computer-mediated studies, much of the investigations takes place in the natural context of the subject matter, hence they are conducted online. In this netnographic approach there is an emphasis on the importance of studying the interaction of interest online through observation of the interaction between GOFÉ and Youth on SNS and through textual analysis. However, when it came to the personal interaction that will take place to fulfil the rest of the research question of elements as relationship and trust, the researcher planned to take the interviews with the two key players 'offline'. In terms of methodology, this has been highlighted in Kozinets research, where it was indicated that the multi-method approach can include both online and offline techniques (Kozinets, 2010). Kozinets further argued that like many other methods netnography is best when combined with other sources of data.

More importantly, the choice of going offline for interviews was related to the 'topic' of the investigation. First for GOFÉ, these are Government agencies that go through formal procedures and trying to recruit the marketing team online could almost be impossible. Second, as for Youth, since the research question were interested to know the outcomes of engagement with a government agency and potential indications of trust in overall Government, the topic might seem very sensitive to be addressed online. For that matter, Legard et al. (2003), suggested the provision of reassurance that the interview is confidential and to make sure the questions are asked properly, for example, 'I know how sensitive ...' where used.

While computer-mediated interviews would have been optimum for the convenience of the researcher, many respondents would feel somehow uncomfortable and insecure to talk about these issues through mediated technology. Another beneficial outcome from having offline interviews with participants of the online communities of GOFÉ was that this allowed knowledge of their offline identities. This is supported by Kozinets et al. (2014) who believes that netnography without any offline data collection should only be for studies that omit offline implications within their investigations. In the context of this PhD, topics have implications beyond the online content. This contributes to the debates of the digital culture as not being separable from our offline identities. Thus, this research

did not limit itself to thoughts of online and offline differences, rather it followed what Kozinets terms as “hybridised” investigation (Kozinets, 2016). The mix of digital and physical is also supported by Murthy (2008) who believe that the mixture gives a better understanding.

Another rationale for the selection of including interviews is their popularity in similar contexts. In a recent study of the trends of research in social media, Snelson (2016) has highlighted that interviews were most commonly used. Also, Kozinets has referred to previous studies conducting offline interviews in their application of netnographic study as great examples of netnography practices (Kozinets et al., 2014). Furthermore, PhDs like Serafinelli (2015) and Bumbalough (2016) applied interviews to their netnographic investigation. Also, Pich (2012) and Susila (2014) applied these to political marketing and Nicholson (2010) in the field of relationship marketing. Accordingly, justifications for the choice of interviews have been provided. Next, is a Table 3.3 reproduced from Table 3 at the beginning of this chapter to connect interview choice defence with the research questions and objectives (note not all objectives are covered by interviews).

Table 3.3 Justifying the Choice of Interviews

Research Question	Research objective(s)	Defending interview use
RQ1: Why are GOFE present on SNS?	OB 1.1: To explore the vision and marketing strategy of GOFE on SNS OB 1.2: To find out the intended outcomes of communication with target audience	Interviews with GOFE allowed an understanding of whether there was a certain marketing strategy followed and what it was. Also, it allowed for comprehension of the intention of GOFE joining the SNS platforms and what will be the long-term plans from such presence. (The second objective was covered by observation as outlined above)
RQ2: How are Youth engaging with GOFE on SNS?	OB 2.1: To explore determinants of Youth engagement with GOFE on SNS OB 2.2: to find out the Outcomes of Youth engagement with GOFE on SNS	Initially, this research question was fully answered through interviews. As explained in such a sensitive topic it was difficult to conduct online interviews. Yet, the researcher was open for any emerging ideas from the observation of the accounts and the textual analysis.
RQ3 What happens when users and GOFE interact on SNS in terms of overall trust in Government?	OB 3.1: To investigate the role of the topic of conversation (entrepreneurship) in moderating relationship development and trust between the users, agency and/or government OB 3.2: To investigate the role of a communicating with GOFE	This question was answered through both interviews and observation. The semi-structured interview allowed insights into the role of the content through directly asking the respondents about their perceptions and opinions about

	(agency) on SNS in influencing trust in Government	these.
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3.6 Research Procedure: Phases, Analysis and Sampling

This section aims at bringing the theoretical thoughts, research questions and methodological direction in this research closer to the field. This section will be dedicated to a detailed explanation of the research procedure of this thesis through explaining the different research phases, the analytical approach and the sampling procedure. To explain, the researcher will start with outlining a clear framework for conducting netnographic research, which provides the route to be followed in the investigation from preparation, to data collection, analysis and interpretation. Further on, the researcher will explain in depth the three different phases that the researcher follows in data collection. Following data collection, the techniques of data analysis will be discussed. Finally, the sampling framework and arguments will be outlined

With regards to the netnographic approach, being relatively new, Kozinets and many co-authors have worked on providing step by step guidelines for conducting netnography in the mediated communication environment. These guidelines can be found in much of previous research. For example, Kozinets (2002) he included the entrée, data collection and analysis and trustworthy interpretations. In other work of his, he goes further in breaking down the three steps to include research planning or Entrée, data collection, interpretation, ensuring ethical standards and research representation (Kozinets, 2010). In a later study it included; “preparing for data collections and cultural entrée; collecting and creating the data; performing ethical research; conducting an insightful and trustworthy analysis; and representing the data analysis in a meaningful and appropriate manner” (Kozinets et al., 2014). Therefore, these provided a guideline for the path for the practical research methodology application in this thesis. Evidence supporting these guidelines will be found in the data collection phases and analyses.

This section reflects how the different netnographic procedures have been considered in designing the phases of this research. Regarding cultural entrée, in this part, the researcher would have specific marketing research questions (Kozinets, 2002). For this PhD these are outlined in Table 3.1. In addition, according to Kozinets, the researcher should have an appropriate outline of the communities to be studied. This are explored in Phase One as outlined below (also in Appendix A). Such a phase enables the researcher to understand the community, the members, the kind of data to be collected and so be prepared to collect the different forms (text, video, audio) of data as guided by Kozinets et al. (2014).

As for data analysis and interpretation, the kinds of data gained in this includes archival data (which is data gathered without any engagement from the researchers) and field notes (notes by the researcher of an observations used for analysis). These categorizations were found in the work of Kozinets et al. (2014). This data was mainly gathered in the three phases of the research as outlined below in Figure 3.3. With respect to analysis, content textual analysis through NVivo software was used to ensure careful attention to trustworthy analysis through the process as advised for in previous work (e.g. Kozinets, 2002; Kozinets et al., 2014). More will be explained in depth in the analysis section below.

In netnography the ultimate unit of analysis is the behaviour of the individual, not the person themselves, which is consistent with theory of George Mead as argued in the work of Mead's (1938) in Kozinets (2002) and the work of Callero et al. (1987). Which makes netnography different than traditional ethnography specifically when it comes to issues in ethical research. Thus, it is essential for any research in netnography to follow clear steps towards ethical research. In this thesis, Kozinets (2002) ethical research procedures were followed as outlined next. Even though in this research the researcher applies observational netnography (where most of the participation is in terms of observations online and then interaction with participants happen offline in interviews from an ethical perspective) the presence of the researcher was disclosed to the online community members. By joining the pages, the researcher became publicly visible on the lists of those we are fans. Other ethical measures are ensured through confidentiality of members and outcomes of interviews. Informants were kept anonymous even in the case of interviewing GOFE marketing teams. Finally, there are no issues with the investigated online community when it comes to public versus private medium since the SNS accounts are all open to public (public Facebook pages).

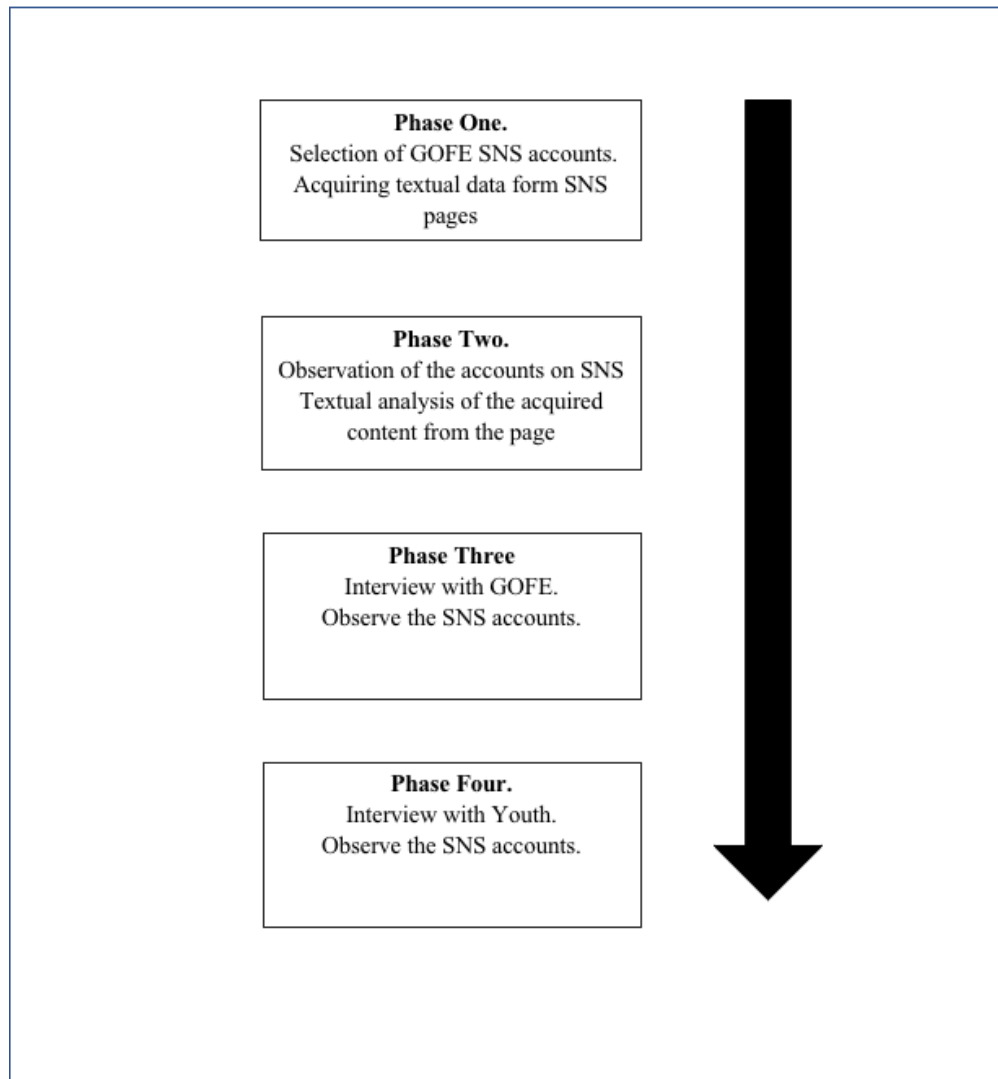
Further to that it is important to note that the accounts that were observed are public accounts and the data archived are those publicly available. There was no interest in the research to link the shared content with a user's identity. In the case of GOFE, they were coded as GOFE One, Two, And Three...etc. Following the direction of Kozinets et al. (2014), there were no policies, terms of use or agreements on any of these sites that (Facebook pages) that restricted the data. In the meantime, the researcher shares the same role in protecting respondent's identity as implied by Kozinets et al. (2014). The researcher was not interested in linking online identities with those offline and the research will only recruit from a number of pages (not a single page) for offline interviews

in the case of Youth. If further ethics requirements had been required in the research process, member checks would have been conducted as previously cited by Kozinets (2002). For example, after interviews with Youth, if the researcher had to go back to some of the respondents' postings online, the researcher would conduct their approval on the content shared in this

3.6.1 Data Collection Phases

This study includes three different phases of data collection to allow attainment of the scenarios explained above within the larger context of research procedure. These are designed to best suit the requirements of the context at hand, while using the qualitative data collection methods that are relevant to address each research question. Thus, this section is specifically to identify what were the phases the researcher went through to gather the relevant qualitative data with an aim to provide the relevant contribution to the context of this study. The figure below (Figure 3.3) provides an illustration of the three phases.

Figure 3.3 Data Collection Phases



Phase One. After having selected to focus on GOFE as justified in section 1.2.2 of Chapter One, this phase included an online observation where the researcher went online and observed the online digital communities of GOFE. The purpose of this phase was to identify which GOFE SNS accounts were most relevant for this study to focus on and to join these. Also, it included acquiring the data from these accounts for textual analysis. To date, the only source gathering the required sample is an Innovation Map of Egypt, an open source map created by one of the GOFE (<https://egyptinnovate.com/en/innovation/map>). Yet these were found to be missing some organisations. To identify these, criteria of three elements were used. These criteria were decided on based on the collected pilot data (see Appendix A). Also, these three criteria abided to the guidelines of Kozinets (2002:63) “(1) a more focused and research question-relevant segment, topic, or group; (2) higher "traffic" of postings; (3) larger numbers of discrete message posters; (4) more detailed or descriptively rich data; and (5) more between-member interactions of the type required by the research question”

Thus, these criteria were referred to mainly to avoid collecting non-useful data due to poorly present or operating SNS accounts. These criteria are;

- 1) The SNS account must be referred to from the official website or verified by the SNS host. The official website of GOFE or that of the host ministry was verified by being linked to the Egyptian Cabinets website <http://www.cabinet.gov.eg/>. This complies with Kozinets advice numbered one, two and four.
- 2) The SNS account must have had at least one post or update in the month of data collection or what Kozinets has described as the high traffic of posting. This is to highlight that there was no potential of studying SNS accounts that are not actively communicating and thus there would be no relational aspect of the analysis. This follows Kozinets guidelines in point one and four.
- 3) The SNS account must attain a fruitful number of followers during the month of data collection. This agrees with the above point and is the basis for much of the following phases. Alternatively, what Kozinets explained as a high number of message posters who are different from each other, which thus applies advice number three and five.

This phase thus provided insightful data for all research questions by providing the concrete focus on online communities where data was gathered. It is important to note that the focus was on Facebook pages. The online pilot data has indicated that Facebook was the most active as shown in Appendix A. This is supported by previous work like Abdelsalam et al. (2013) and Azab and ElSherif (2018) who focused on Facebook in their investigation of Egyptian Government. Their rationale is that this was where the Egyptian Government is mostly active. Also, Facebook is the most used SNS in Egypt as cited by DataReportal (2019). Added to that, the five most active Facebook pages of GOFE were the research sample as outlined from the pilot data in Appendix A. Activity measured in terms of post and fans. This phase approached Research Question One and Three (RQ1 – RQ3). Finally, this phase ended with acquiring the textual data from the pages using N-Capture and NVivo Software.

Phase Two. This phase included a focus on the Facebook pages. The data for this phase was present on the actual pages on Facebook and acquired through the textual data and images from the pages using N-Capture and NVivo Software as mentioned in Phase One above. First, this phase includes observation and taking field notes. Then it includes online qualitative content analysis as further part of netnography, which explored the

content to discover communication with relational intentions. It is important to mention that the researcher visited the online communities back and forth in between interviews and through the process generally for further insights or justifications. This phase approached Research Question One and Three (RQ1 – RQ3).

Phase Three. This Phase started after the GOFEs' SNS had been decided on. This phase included further filtering of phase one's findings. This was by selecting the top three active pages and testing which of these GOFEs are willing to allow the researcher to interview a representative of the marketing team (in some cases social media was expected to be left to non-specialised marketers like the administrative team). This included interviews which occurred offline due to nature of the organisations as outlined earlier in this chapter. Also, it included an observational visit to the field and some of the textual data acquired. This phase particularly addressed Research Question One and Three (RQ1 and RQ3).

Phase Four. As the final phase, this phase focused mainly on the user (Youth engaging with GOFEs' SNS). The GOFEs' sample decided on were used for a collection of a minimum of 20 respondents. The number of qualitative interviews to be carried has been a critical question. For the purpose of this PhD, 20 interviews were expected to yield to the desired findings and saturation. Accordingly, in this PhD, the researcher follows the argument of Ritchie et al. (2003) that the phenomena need to occur once to be included in the analysis. References that helped in creating the number included the work of Ritchie, which believes that if a study will carry only qualitative interviews, they will tend to be below 50. As stipulated by Baker and Edwards (2012), the most important element is data saturation and the adoption of the number that will allow discovery of new phenomena. Whilst every study has its unique context, to further justify the choice of 20 interviews previous PhDs were addressed for a reference. The number ranged to include 30 (Pich, 2012) and 32 interviews (Susila, 2014). Also in netnographic PhD investigations, it ranged from nine cases (Bumbalough, 2016) to 29 interviews (Serafinelli, 2015).

The respondents were selected from the three most prominent SNS accounts to provide useful data. The respondents were sent a private message explaining the research and asking for personal in-depth interviews to test for determinants of engagement, perceptions of relationships and trust. To filter the respondents filled out a survey to ensure they fit in the target age group and nationality. The interviews were proposed to be conducted offline. This was to avoid any uncomfortable thoughts that might come to

the minds of the sample regarding discussing communication with the organisation of interest due to their scope of study or due to being governmental. More details and evidence are provided in Chapter Four. Also, this phase included revisiting the online communities to reach a further understanding of certain situations. This phase focused on Research Question Two (RQ2) where all the insights regarding the antecedents and consequences of engagement with GOFE on SNS were explored. Also, this phase addressed Research Question Three (RQ3) where the role of the topic and agency were investigated.

3.6.2 Data Analysis

Analysing netnographic data required a great deal of creativity in combining the right tools to match the requirements of the research questions asked. Inspiration is additionally required to represent the insightful finds from the data obtained and analysed in a storytelling approach. Kozinets (2015:198) offers a holistic approach to understanding the essence of analysing data in conducting netnography.

“Netnography is about finding gems online and then building them together into magnificent pieces of jewellery, with gold and silver metals provided by the narration, the theoretical storytelling”.

Also, this quote offers a suggestion into the vital role of data analysis in this PhD’s netnographic approach to investigation. Using more than one method to obtain insights to the research questions, this study applied thematic analysis to the outcomes of SNS data and observations which is similar to previous research like that of Bumbalough (2016). Also, thematic analysis was applied to outcomes of interviews, which is similar to previous work in the field of political marketing like that of Pich (2012). Further to that, textual analysis was included to examine the text acquired from the pages of interest. As outlined in this section, the background to these aforementioned choices was based on the grounds of qualitative methods and netnographic strategies.

According to Creswell (2014), analysing qualitative research data is about making sense of text and image, it resembles breaking down the data to parts and putting it all back again. Additionally, Creswell adds, unlike quantitative data, the analysing of qualitative goes hand in hand with another part of the research such as data collection or interpretation. The nature of SNS and online communication put the researcher in this thesis within high access of participants and the site, as a result this brought data collection and analysis into one process as previously explained by Kozinets et al. (2014).

This was the case where interviewing the GOFÉ marketing team was mixed with some archival data analysis from their SNS, as Kozinets et al. (2014) mentioned, netnography data analysis is similar to many forms of qualitative data.

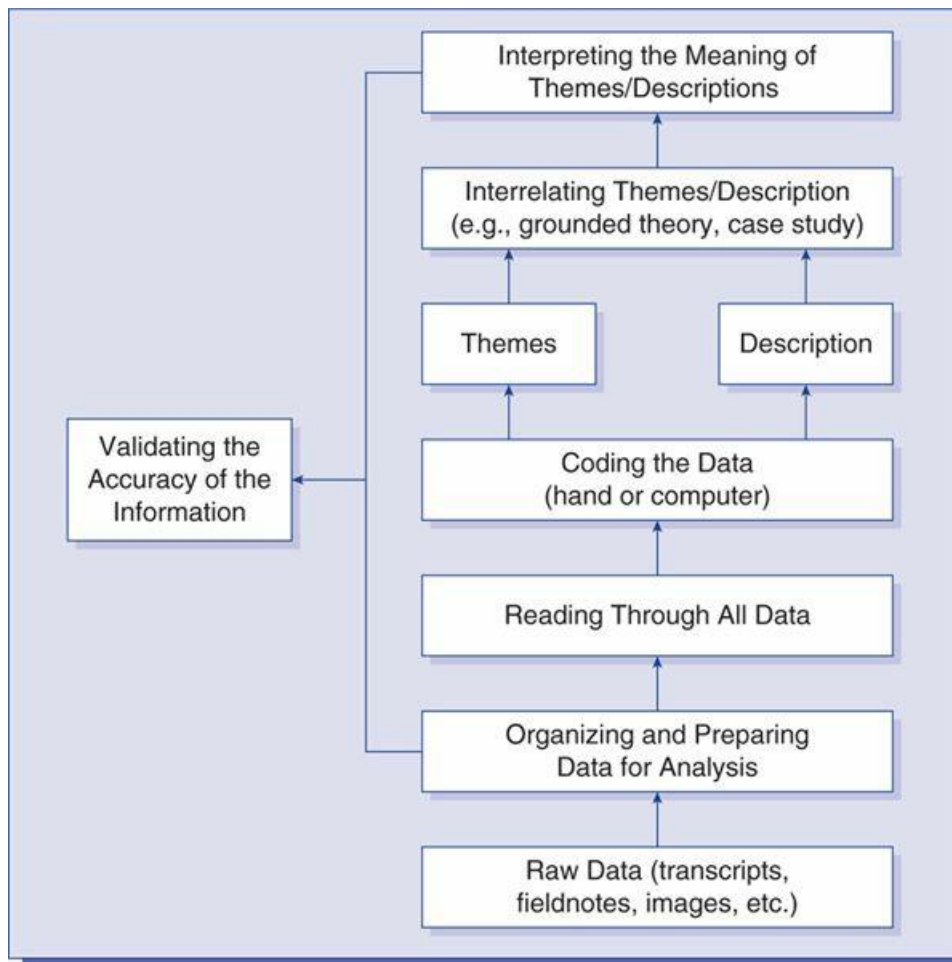
Text played a vital role in the analysis of the context of this thesis. This is since the posts and dialogue run by GOFÉ and Youth on the pages are acquired for analysis. In that sense, textual analysis seemed relevant for application in this PhD. To support, according to Brennen (2012:193) “texts are things that we use to make meaning from”. Brennen (2012) notes that textual analysis is used to create value to the meanings found in text and so enable us to create social realities. Therefore, text was found in written, visual and spoken language. Also, Kozinets (1998), states that in netnography there is a large emphasis on textual data. Following the direction of Flick et al. (2004) a broader aspect of contextual analysis was adopted in this PhD. This direction according to Flick et al. goes further than text and includes information about those who are communicating, the subject, the target group and the background.

Further to this, Creswell (2014) argues that because data is so rich in qualitative investigations, the researcher needs to limit the data to a certain number of themes, probably around seven, which was a reason why thematic analysis were followed in our approach to netnographic data analysis. Thematic tools of analysis were explained as looking for patterns of meaning in a dataset to be able to address the research question as explained by (Braun & Clarke, n.d). It is a way to unleash the themes salient in the text as indicated by Attride-Stirling (2001). Thematic analysis describes the data in rich detail and sometimes even goes beyond that as explained by Braun and Clarke (2006). According to Braun and Clarke (2006), the main disadvantage of thematic analysis is that it is not well defined as a tool even though it is widely used. Further to that, previous scholars like Drisko and Maschi (2015) found that thematic analysis appears to be similar to qualitative content analysis, the similarity relates a great deal to coding content in a descriptive way. According to Braun and Clarke (n.d), the process of identifying the patterns includes becoming familiar with data, coding the data, theme development and revision in a theoretically flexible manner, thus suiting many research questions. Thematic analysis suited the investigation into the experience of Youth on SNS while engaging with GOFÉ, which was supported by earlier scholars who found that thematic analysis suits questions about experience and perceptions (Braun & Clarke, n.d).

In this PhD, in applying thematic analysis, there was use of assistance of computer software (NVivo). The use of software for analysis was recommended by Attride-Stirling (2001) because it makes the process faster by allowing the research to usefully access the coded material. This thus allowed the researcher to focus on analysis and not to get distracted or worried about storage or access to information. Which is an opinion also followed by Creswell (2014) since software assist in organising and sorting text and images. From a netnographic opinion, Kozinets has outlined some advantages and disadvantages to that choice. For example, pros include, that netnographic data is digital so it's very easy to insert it, encourages researchers to look at data as a whole, keeps the process organised and visually leads to very creative insights. Nonetheless, they can lead to unintended results, being computer based they are vulnerable to loss and can lead to the creation of unlimited ideas and codes causing a distraction. Therefore, it is important to note that in this study, human based understanding should be followed in interpretation or understanding even with the use of software, since humanists favour a closer researcher experience in understanding of the data. For that reason, account observation and their subsequent field notes were included. Specifically, to avoid being directed solely by the software into a certain direction.

Regarding procedure, specifically with qualitative research, it is always advised to share a concrete procedure for data analysis. This thesis draws on concepts of qualitative research and netnography and combines them with the agreed-on procedures of thematic analysis, with an aim to provide an understanding of how the analysis of online data and interviews were conducted and interpreted. Initially, the procedures provided by Creswell (2014) was followed as shown in Figure 3.4 below. The researcher also combined this with the six phases of thematic research produced by Braun and Clarke (2006), with careful considerations of Kozinets guidelines to analysis (Kozinets et al., 2014) and a representation approach like that of thematic networks (Attride-Stirling, 2001).

Figure 3.4 Data Analysis in Qualitative Research Source: Creswell (2014)



3.6.2.1 Phases of Data Analysis

This section is designed to guide the reader to understand how specifically data analysis was carried out. This takes place by discussing the different stages followed and how validity was ensured. The first part explained in five different stages as outlined below describes how analysis occurred. More explanations on the actual operationalisation will be presented in Chapters Four. Further to that, the last part describes elements of validity in this research.

- 1) Following Creswell's approach (Creswell, 2014), the first phase in the process of analysis included getting familiar with the data material and gaining an impression about the direction of responses before jumping into coding. This included getting the data ready. In this research, some data was obtained in Arabic language which required translation and preparation. The first two steps of Creswell's diagram are summed into one step in (Braun & Clarke, 2006). This reflects that Creswell places more importance on the initial scan of data to avoid any errors. Such an

approach was specifically relevant to this thesis's netnographic research, where data attained came in different forms.

- 2) The second phase in the analysis included coding as guided by previous research (Braun & Clarke, 2006; Creswell, 2014). Coding is grouping extracted material with similarities into one category while giving it a name. Again, as expected the researcher had to organise many different types of data within the same code in this thesis. These kinds included text posts, a blog, a photo, a video, a colour or a font (Kozinets et al., 2014). The coding process was supported by software as outlined above as with the thematic process. The essence of coding in the researcher's netnographic research is to reach an appropriate understanding of the phenomena of importance in understanding young adults use of SNS and their engagement with GOFE in Egypt. More depth and a sample of the coding system will be provided in Chapter Four.
- 3) The third phase was searching for themes (Braun & Clarke, 2006). This includes using the codes generated in the step before to explain the context of data gathered and to extract patterns and themes for analysis as advised for by Creswell (2014). This also included explaining and describing what these themes are. The researcher followed the inductive direction, for the themes to be strongly linked to the data extracted as explained by Braun and Clarke (2006). This is also a common approach in netnography (Kozinets, 2010).
- 4) Significantly, the approach to analysis allowed rich indulgence. To explain, whilst themes are reoccurring patterns in the respondents' data, the thematic analysis offered this investigation flexibility in determining themes and their prevalence for as long as there was consistency. Furthermore, the researcher looked for latent themes, not semantic ones. Which means that themes were analysed for their underlying meaning and conceptions as well. The approaches in this phase are supported by the work of Braun and Clarke (2006).
- 5) The final phase, was summarising and interpreting patterns in thematic analysis (Attride-Stirling, 2001), making an explanation of the findings reached (Creswell, 2003) and presenting a report (Braun & Clarke, 2006). It is important to note that in the netnographic direction of qualitative research, these phases overlap and do not necessarily always occur in the exact order. For example, Kozinets (2002) stated that coding is considered analysis and interpretation because similar data is categorised together and then is coded. Codes are compared for similarities, differences, and then themes and patterns are detected. The researcher is presented

two options by Braun and Clarke in analysing themes, either to go in depth in explaining all occurring themes, or to focus on a few of them. In analysing themes, this thesis followed a rich description of the data set. The argument is that this research area is characterised by novelty and including a rich description to all the themes would yield a better understanding.

On a separate note, when it comes to elements of validity, one of the core elements of netnography is to present trustworthy interpretations or what is known in qualitative research as validity. Additionally, ethical consideration goes hand in hand with any plans for a netnographic interest in research. To be considered trustworthy in the conclusions of the study, the researcher outlined limitations of the SNS and the technique followed. To ensure validity and reliability the researcher followed Creswell's guidelines published in Creswell (2014).

- Used different sources of data (interviews and online observations).
- Member checking when needed (which is also essential in netnography ethical guidelines below).
- Deep description and rich explanation of the setting.
- Outline of potential bias (already provided in the section of reflexive researcher 1.4.1) and limitation (after findings).
- Prolonged time in the field, this was ensured through visiting the site at more than one level in the analysis.
- Use of external auditor like the supervisory team.

3.6.3 Sampling: Participant and Community Selection

The main unit of analysis in this study was considered the SNS pages or accounts of GOFÉ from which the research goes further in interacting with users who are Youth. Just like many qualitative studies, the main interest in this study was not to generalise the findings but to gain a deep understanding of certain groups (GOFÉ and Youth) and their phenomena of interaction. This direction makes purposive sampling rationalised. The case with netnographic research is that selection of the material is very similar to purposive sampling as explained in the research of Kozinets (2002).

Qualitative studies follow a non-probability sampling technique in which units are chosen to represent certain groups (Ritchie et al., 2003). Purposive or judgmental sampling is a non-probability sampling that chooses the sample based on some criteria that the researcher has set as referred to by Zikmund (1999) in (Ármanndóttir, 2010). This helped

with selecting GOFE SNS accounts and users that were interviewed to fit the research objectives. Accordingly, these studies are small scale and in-depth (Ritchie et al., 2003). A sampling frame was further used, which allowed more efficient sampling. More specifically a published list was utilised as an existing source of a sampling frame as advised by Ritchie et al. (2003). This list together with the criteria will be explained below.

As mentioned earlier, the most useful resource available to collect the actual available SNS accounts for GOFE in Egypt (i.e. the population) was the innovation map created by one of the GOFEs. Through piloting the list was modified, and a criterion was created as mentioned in Appendix A. The characteristics that were used for judgment or purposive sampling were explained in detail in the research process in Phase One of data collection (section 3.4.1). As for users, they were chosen from the already focused on GOFE accounts on SNS and thus there will not be sampling for those to be interviewed. The rationale of focusing on Youth was backed up with theoretical analysis to ensure the choice of respondents falls within the main theme of the research interest. Since the number of followers can be overwhelming the selection was conducted conveniently and randomly (i.e. those willing to participate) and after filtering for age group and nationality using a questionnaire.

3.7 Summary

To summarise, this chapter has outlined the methodological approaches of this research. A social constructivist approach was adopted to investigate the research problem at hand and generate thematic findings from the data acquired. The arguments for the philosophical direction was based on the critical review of previous work (see for e.g. Crotty, 1998; Creswell, 2003; Snape and Spencer, 2003). In this chapter, the researcher discussed their approach to the problem through the three nodes of communication, the user (Youth), the sender (GOFE) and the content as reflected in Figure 3.1. Additionally, with respect to the research problem, the researcher places importance on exploring the variations between strategic intent, actual behaviours and perceived behaviours for Youth and GOFE as shown in Figure 3.2. This chapter positioned the qualitative and ethical aspects of this research, following the direction of previous work like that of Creswell (2014), Brennen (2012) and Snape and Spencer (2003).

The chapter outlined the research questions, their objectives and proposed data collections as reflected in Table 3.2. With regards to research design, this study followed a

netnography approach in seeking knowledge to the topic of interest (Kozinets, 2016; Kozinets, 1998; 2002; 2010; Kozinets, 2015; Kozinets et al., 2014). The netnographic package included a mixture of observations (e.g. Kawulich, 2005; Musante DeWalt & DeWalt, 2002; Nørskov & Rask, 2011), textual analysis (Brennen, 2012) and interviews (e.g. Brinkmann, 2013; Kazmer & Xie, 2008; Legard et al., 2003). Also, an outline of phases of data gathering and analysis is presented in this chapter. Followed by that, sampling techniques for participants are discussed as well as the selection of communities (pages). The next chapter operationalises the data collection and analysis (including the coding approached) for online data and interviews. To elaborate the framework of online data collection and detailed procedure of interviews development is being discussed.

Chapter 4 The Development of Data Collection and Analysis

The purpose of this Chapter is to outline the detailed aspects of creating the data collection instruments and the operationalisation of the study. In doing so, this chapter becomes a focal point to this thesis. The previous chapter (Chapter Three) has set the theoretical background and methodological rigor in creating the philosophical approaches and research designs. Additionally, Chapter Three has constructed the research question and the approach to the research question. In doing so it highlighted the milestones of phases in data collection and analysis. As explained the netnographic package in this thesis is composed of online observations and interviews. Therefore, in this chapter, the researcher discusses the detailed elements of the framework used to collect data from the chosen social media platform for analysis, Facebook. Followed by that the detailed procedure of online data collection and analysis is explained. Additionally, it explains in depth the elements of developing the interview areas of focus for both samples of interviews with Youth (users) and GOFE (staff representatives). Following this the detailed procedure of interviews collection and analysis is represented. This prepares the reader for the process of data collection, findings and extracted themes in Chapter Five (online data) and Six (interviews).

4.1 Framework for Online Content Observation

The model developed in this study presents a first-time scholarly application of online content observation of GOFE. The purpose of this section is to explain the process of developing a framework for the online data collection. The proposed framework is based on a unique approach that extracted elements from previous work and altered/modified these to suit the current investigation. It is important to note from the onset that two approaches are followed in collecting data from the Facebook pages of interest (list of pages available in Appendix A). Firstly, it includes a researcher observation of the pages, their culture, and how certain elements occur or are present on the pages. This phase can be best explained as a live observation process and explores the whole context. Screen shots and field notes are used throughout this phase to support emerging themes from this component of the data analysis. Secondly, it includes textual analysis and coding against predetermined categories presented later in this section. For purposes of clarity and focus, Figure 4.1 below presents the key dimensions and their accompanying research questions. As shown from the Figure below, to investigate the relevant research objectives, three different broad dimensions were established. Dimensions A, B and C are created as principal areas of interest for all the subsequent elements. Each dimension encompasses

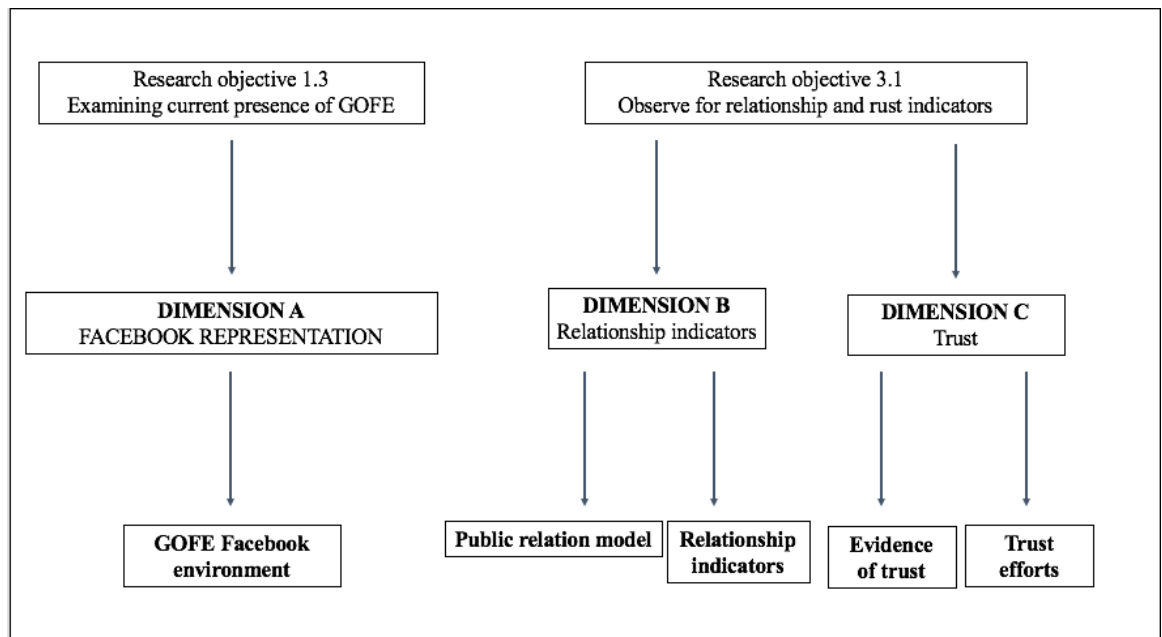
a set of propositions that propose the direction of data gathering and expectations of what is there to be found. Additionally, these dimensions (A, B and C below) are addressed with a variety of elements. These elements represent the concepts that are to be observed for and/or coded for.

With regards to analysis, in many ways, netnographic investigations are about the package the researcher proposes to investigate the community of interest. For the purpose of this thesis, the general approach to the process of analysis has been outlined in Section 3.6.2 in Chapter Three. For further clarity and demonstration, the method followed in analysing data extracted from Facebook specifically is revisited in this section. In that sense, a holistic approach to analysis in netnographic investigation is provided by Kozinets (2010:315) as explained below:

“data analysis encompasses the entire process of turning the collected products of netnographic participation and observation – the various downloaded textual and graphical files, the screen captures, the online interview transcripts, the reflective field notes – into a finished research representation, be it an article, a book, a presentation, or a report.”

For online content specifically, this investigation will analyse how the content is developed within the horizon of the dimensions (including their subsequent elements) outlined below. For instance, for each element of interest is to analyse how the components are developed, instead of merely observing for their existence in the online content. Accordingly, in this research the author refrains from just analysing whether elements are present or not. In doing so, the procedure obtains an in-depth understanding of the constitution of the three dimensions and their subsequent elements within the various forms of online content like text, likes, and shares etc. Hence, it is not an interest to conclude whether the elements of the dimensions are present or not (which would be the case of quantitative analysis) but it is how the dimensions are created in the various forms online which is analysed. The rest of this section is divided into three main parts, namely A, B and C, which are related to the dimensions of the observation highlighted in the mapping below. In the next paragraphs, each dimension is explained in terms of proposition, expectations and elements used for the analysis.

Figure 4.1 Framework for Online Content Observation



4.1.1 GOFE Representation on Facebook (Dimension A)

In this dimension, the purpose was to gain a profound understanding of the investigated pages. Accordingly, this dimension is very exploratory in purpose. First and foremost, the purpose of this dimension was to explore how the GOFE brand is represented on Facebook. Also, it was of interest to explore the communication provided by GOFE on their various SNS pages. The departure point for this dimension was by performing a live observation on the pages that assist in understanding the overall approach of presence by GOFE. For example, finding out where conversation between GOFE and Youth takes place on the page via evidence of GOFE being dialogic and responding to user generated content (UGC). Additionally, discovering the place and the way these complaints occur. Other items include media and publicity elements, for example, media coverages, press releases and a propaganda approach. Furthermore, in this dimension the content structure is explored. For example, if content is mainly text or includes elements beyond text (text, images, videos...etc.). Also, the research intended to evaluate the presence of GOFE against several items and elements as presented in Table 4.1 below. In this Table the author refers to previous work that used similar approaches of analysis and contextualises this to this specific research. For example, visual elements of the brand identity were contextualised to be logo, page name and profile picture in the context of GOFE Facebook pages.

This dimension proposed that the overall environment (Papacharissi & de Fatima Oliveira, 2012) created on the page by GOFE indicates a great deal about their strategies of their online presence. Specifically searching for indicators like the tone (Edman, 2010) of postings, can help explore relationship intentions. Tone is looked at by being not formal or traditional corporate voice, but rather natural close and human style as indicated in Table 4.1. This is similar to previous research like Park and Cameron (2014) and Kelleher (2009). Also, this research was interested in exploring the content strategy in terms of the agility and content type. Which is similar to previous research directions like that of Chauhan and Pillai (2013). Further to that, this research proposed that place where conversation occurs and the way together with elements like complaints, served as an indicator for the observed for the environment that can lead to conclusions regarding the presence of GOFE on SNS pages.

With regards to expectations, the approach was to evaluate the current presence of GOFE on SNS by specifically looking into how they are communicating. Hence, overall it was expected to find out that GOFE maintain a professional presence on SNS. This would be clear from the careful attention paid to logos and images used on the page. The tone was expected to be professional and government-like sounding. Despite the fact that, previous research indicated that human voice on social media tends to lead to positive brand outcomes more than traditional corporate tones (Barcelos et al., 2018). Furthermore, content was expected to be frequent with a lot of conversations triggered. Regarding conversation, it was expected to be found on the wall of the page. Specifically, with message structure, it was not expected that a variety of media would be used, instead mainly banners (ads) for certain events. Further to that, the visual identity was expected to be well recognised by GOFE SNS strategists but might not be fully embraced in implementation. For example, the overall identity of the page might not link to the overall government identity. Organisations that managed to deliver an overall ambient environment would foster a cool and innovative tone that could be later matched to the adopted character evaluated in trust elements (see Section C).

Table 4.1 Element of Dimension A

Element	Examples	Sources
Overall environment	How the brand is formed on Facebook. What is being said by the organisation. How it is positioning the entity as a government organisation. How	(Golbeck et al., 2010; Hemphill et al., 2013; Papacharissi & de Fatima Oliveira, 2012)

	and where conversation is taking place. Their approach to responding to user generated content.	
Visual identity	Choice of logo, page name, profile picture and cover photos	(He et al., 2012; Park et al., 2013)
Tone	Formal government like tone or a human, friendly and informal tone.	(Barcelos et al., 2018; Kelleher, 2009; Papacharissi & de Fatima Oliveira, 2012; Park & Cameron, 2014)
Message	Content type, agility, structural elements, tone and language	(Chauhan & Pillai, 2013; Walker et al., 2017)
Complaints	Where are these occurring on the page and how are they handled.	(Edman, 2010; Hon & Grunig, 1999)

4.1.2 Relationship Indicators (Dimension B)

In this dimension, the main focus is on relationships. The researcher intended to look for evidence of relationship building intentions from the GOFE's side through the content on their Facebook pages. Through relationship indicators and public relationship models, this dimension followed the approaches of two prominent relationship frameworks found in literature (Grunig & Hunt, 1984; Hon & Grunig, 1999). These enabled the researcher to underpin the research design in observing for relationship indicators as shown in Table 4.2 below. Accordingly, the researcher reviewed the elements and altered them to suit the purpose of the research. For example, in the model of Hon and Gruing, only two out of six items are included as shown below. The rationale is that items like exchange and communal relationships will be more effectively captured through the conduction of interviews. Further to that, trust (another item from this model) was reviewed as a whole independent variable as shown in part C of this document. Finally, satisfaction is studied as part of the indicators of trust by Youth as shown in Section C.

In this dimension, it was proposed that the content of GOFE on SNS reflecting conversations on entrepreneurship together with a reflection of commitment from GOFE side are clues for the intention of GOFE to build relationships with Youth. These items below were interrelated. In this dimension, a post that showed a response or comment to any of the content generated by Youth- (UGC) will be positive against the elements of this category. Yet, a post that reflects only one-way communication from GOFE is negative against the elements of this category. Also, the evidence of GOFE adopting the Four Models of Public Relationship (publicity, public information, two-way symmetrical

and two-way asymmetrical) in their SNS communication leads to conclusions regarding the organisation's relationship intentions with Youth (i.e. the way the organisation embraces creating relationships with Youth as stakeholders).

With regards to expectations, in this dimension, it was crucial to project the non-informational content shared from GOFÉ. The vitality of these indicators is due to the fact that when matched with the outcomes of interviews with organisation representatives it was expected to show the gap between desired and actual presence. This gap is an integral goal in this research (see Figure 3.2). It was not expected that GOFÉ aim at relationship creation through SNS but instead they were expected to aim to publicise and network. Yet, it was still anticipated that there will be some relationship direction in the content found on SNS. This resonates that the adoption of each of the propositions above was expected to vary in its development. For example, the different development of the propositions could relate to the overall presence of GOFÉ on SNS as evaluated in part A. To further explain, organisations that do not work on a participative or networking strategy were not expected to perform two-way symmetrical or asymmetrical communications. However, these organisations could produce some kind of control mutuality or demonstrate commitment (by responding to simple requests, as an example). Therefore, it was projected that while some organisation will meet some relationship indicators, it will not be fully developed due to the fact that it is not in the intentions of GOFÉ.

Table 4.2 Element of Dimension B

Element	Description	Example
Control mutuality	This item reflects any conversation around GOFÉ, entrepreneurship, start-ups, job creations ...etc. (i.e. Topics related to the main focus of the organisation) through posts, feedback or response. There must be two-way communication and it should be related to the background of the organisation (hence start-ups, entrepreneurship, or innovation).	Examples include but are not limited to; *Y: How can I apply for program X? G: this link should provide you with details. *G: we received a lot of concerns regarding the application process, please....
Commitment	This item should reflect the desire of GOFÉ to build long-term relationships with Youth. Could be resembled in confirmations or evidence that GOFÉ appreciates	Examples include but are not limited to; *G: YES, you can start your business! *Happy Eid!

	communicating with Youth / users on SNS. Within this category, posts could be a response to comments or questions or could be any evidence that GOFE emotionally cares about the experience of Youth/users	*G: Thank you for your support of XX
Press Agency/Publicity	The posts in this item are looking for one-way communication from GOFE to Youth. The tone tends to be persuasive of the high effectiveness of the organisation and perhaps adopts a very professional tone. The genre tends to be biased towards the organisation and will not focus on response	Examples include but are not limited to; *G: The first ever event in the MENA. *G: Here is a list of all business ideas we incubated. *G: Application are now open, hurry up places are limited.
Public information	This item is one-way communication only. Looking for posts in which GOFE shares information with the audience but in a non-biased approach. It could be news sharing, event highlight, or factual information or any other as long as it is not biased to the organisation.	Examples include but are not limited to; *G: Live from our competition (sharing pictures) *G: did you know? (facts)
Two-way Asymmetrical	Content that is interested in the organisation but not the Youth. It is two way in the sense that GOFE tries to trigger conversation but will not care about the responses. Could be about any topic and usually includes responses and feedback. Tone encourages Youth to participate but will not respond to their participation.	Examples include but are not limited to; *G: What do you need to start a business? *G: Who is joining us tonight? *G: share your experience (pictures) of participating in the program...
Two-way symmetrical	Content reflects two-way communication in this dimension. Mainly targets to resolve conflict and encourage a mutual understanding. Dialogue is presented and GOFE response, comments and shows interest. Here GOFE should reflect building long-term mutual relationships. Also, content can include advice for the sake of users.	Examples include but are not limited to; *Please note we will be available (time) to respond to your challenges in the application system *Y: how can I join if I missed the deadline? G: please send us to (link) and we will inform you of our next opportunity.

4.1.3 Trust (Dimension C)

In this study, the notion of trust was analysed from two perspectives. The first focused on the indicators of trust from the side of the organisation. Thus, the focus was on how trust is developed in communications by the organisations on SNS. This included data both gathered by observation (field notes and screens shots) and by textual analysis. The second perspective searched for evidence of trust from the Youth/ user viewpoint. To further elaborate, the intention was to observe for trust evidence in users' content and online behaviour. This was also expected to be an outcome of relationship efforts conducted by GOFÉ on their SNS pages. Thus, like dimension B and unlike A, this dimension is based on two main propositions and their underlying elements as shown in Table 4.3.

In terms of propositions, it was suggested that from the side of the organisation, efforts from GOFÉ to demonstrate efforts in building trust with Youth would include: (i) being open, (ii) adopting an interactive strategy, (iii) reflecting an enterprise character (i.e. cool, trendy, young, imaginative, up-to-date, exciting, innovative), (iv) working on impression management and user satisfaction. To elaborate, it is proposed that the choice of a corporate character by an organisation in relaying communication would indicate the extent to which they are emphasising trusting relationships. Furthermore, Online Reputation Management is critical for an entities' trustworthiness. Reputation management was proposed to be captured as interaction, a creation of content that can be shared, listening to what an audience are saying, following their dialogue, tackling negative content and following up on ideas that emerged (Dijkmans et al., 2015). Additionally, it is perceived that openness (talks back, response, communicate) and interactivity (shares info, hide nothing, comfortable) can lead to para social interaction and thus to trust (Labrecque, 2014). Furthermore, website satisfaction leads to trust as part of the Micro Performance Theory of (Van de Walle & Bouckaert, 2003), which discusses how satisfaction with government services can lead to trust. Satisfaction was itemised here through interactivity (response and feedback) (Welch et al., 2005).

From the user perspective, engagement on the page, attitude towards text, the image of GOFÉ, the network size of the page and specific content was expected to reflect trust of Youth to GOFÉ based on SNS interaction. To further elaborate, the way that users engage with the Facebook pages is expected to indicate potentials for trust. Through items like; shares, likes, follows...etc., it is proposed to capture tendency of trust from users. Also, the network effect is considered of impact to the area investigated and this was included

in filtering for pages in Phase One as shown in Figure 3.3. It was hence proposed that the more popular pages are in terms of fans the more it is expected that the users are typical fans or trusting of the agency. By following them, the users indicated a level of favourable behaviour. These elements were observed for through field notes and screen shots. Those who have a positive attitude towards GOFE were most likely to have a favourable image of the organisation. This content is specifically differentiated from general message content as supported by Sweetser and Lariscy (2008). Specific message content refers to either GOFE content or UGC that is specifically related to users' positive content or action towards GOFE and/or overall Egyptian Government.

In terms of expectations, from the side of the organisation, it was expected to find imperfect efforts of trust building. For example, while some organisation could be responsive to content related to their core activity (someone complaining of a broken link for instance), there will not be evidence of efforts beyond that level in developing trust (to respond to someone criticising them negatively for some action). More specifically, it was likely that their response and feedback would be focused on the core functions, as organisations that offer activities related to entrepreneurship, yet no projected responses were expected on UGC related to policy or politics. It was expected that GOFE should adopt an enterprise character, which entails being innovative, modern, trendy, cool, exciting and daring. Amid this, it was proposed that SNS offers opportunities for GOFE to manage their reputation, yet it offers chances for users to negatively affect the organisation's image. For example, a user creates a negative message and the organisation will not respond. From the Youth perspective, the specific content of satisfaction with GOFE leading to overall trust in the Government was anticipated for. Further to that, there will be a variety of behaviours implying trust indirectly. These include recommending a program or event to a friend. Page ratings are expected to be high and users are expected to have a dynamic wall of their postings especially with photos from events they attended.

Table 4.3 Element of Dimension C

Element	Description	Examples	Sources
Efforts of Trust (organisation perspective)			
Corporate Characters	Corporate characters like agreeableness, enterprise, competence and ruthlessness	Examples include but are not limed to; *Visual identity has an impact on the cool and modern especially that most government organisations have very	(Davies et al., 2004; Men & Tsai, 2015)

		<p>traditional logos and colours</p> <p>* Tone of speech can be casual and informal to show innovation and trendy as compared to other government organisations.</p>	
Reputation/ impression management	Content reflecting interactivity so it means that GOFÉ is working on gaining trust through SNS content. The more interactive the page of the agency is the more trustful the Youth would be of the agency	<p>Examples include but are not limited to;</p> <p>*We have received your dissatisfaction with the termination of program X, please join our board on (date) to discuss the reasons.</p> <p>* G: apply on this link to the event Y: link broken G: please make sure you copy and paste to a chrome browser if it did not work contact us on XX</p> <p>*Y: to an employee of GOFÉ, it could be a good idea to do an event on successful business idea G: we think this is a great idea, stay tuned for execution and join out mailing list on...</p>	(Dijkmans et al., 2015; Labrecque, 2014; Van de Walle & Bouckaert, 2003; Welch et al., 2005)
Evidence of Trust (Youth perspective)			
Engagement	Behavioural indicators of engagement on the SNS page	<p>Examples include but are not limited to;</p> <p>*Moderate level contribution – creation (e.g. ratings, participating in the conversations on the wall or commenting on posts by the page);</p> <p>*Creation, which refers to creating and sharing UGC.</p> <p>*Reactive consumption: Watching videos, viewing pictures, reading posts, user comments or reviews and liking/joining a page – i.e. becoming a fan or follower.</p> <p>*Proactive contribution: Engaging in conversation – commenting, posting</p>	(Muntinga et al., 2011; Tsai & Men, 2013)

		and answering questions; sharing the posts with others.	
Network size	A number of fans reflect connectedness which reflects social capital and thus trust.	Number of page fans	Riedl et al. (2013)
Favourable image and attitude towards GOFE	These include behaviours that reflect the favourable image of GOFE. These items are borrowed from, specifically positive attitude towards the agency. Additionally, it is based on the theory of Micro Performance that entails that the satisfaction of citizens with government services leads to trust.	Examples include but are not limited to; * Sharing content from GOFE with positive endorsements. *Commenting/ liking positively. *Rating the page *Posting positively to the page	(Colliander & Dahlén, 2011; MacKenzie et al., 1986; Park et al., 2015)
Specific Content	Open category for content found to be reflecting a positive attitude or specific indications of trust towards GOFE and/or overall Egyptian Government	(open category)	Nitschke et al. (2016).

4.1.4 Detailed Procedure of Online Data Collection and Analysis

The procedure of online data collection and analysis is considered to be more of an experience rather than a series of steps to be followed. This is due to the fact that the researcher in this study has departed to the field (Facebook) with an intention to overview the general process, create amendments to the anticipated procedure and then take off for coding and analysis. Four main pillars for the analysis work will be discussed in this section in order to reflect on the overall process. These are the process of online observation, the process of acquiring the textual data from Facebook, the field notes written by the author through the whole process, and finally, the challenges and/or limitations faced.

As a starting point, the researcher went to the selected Facebook pages of GOFE. Whilst, this is not directly related to the pilot study conducted to select the sample, this is considered more of an exploration by the researcher to outline how the overall online content data will be approached in this study. The advantage of doing that was to test for and check the proposed framework of online data analysis. In fact, it was noted that some of the elements needed changes in the way they are viewed. To further explain, some of

the proposed elements were found to be too structural for a qualitative query. Specifically, the elements of dimension A that were initially looked at through a five characteristic categorisation (publicity ethos, impression management, participative strategy and networking) in the framework. The proposed five typologies were altered to just focus on the representation. The rationale behind this, is that the researcher found the other elements to overlap with other elements of Relationship and Trust. To demonstrate, elements like publicity ethos (included in Dimension B as publicity strategy), impression management (included in dimension C), participative strategy (included in Dimension C as engagement) and networking (included in Dimension B as two-way communication). Another benefit for an initial exploration was in helping to determine what items within the potential analysis material were superfluous to the goal of the study helping to avoid confusion at a later stage. For example, quantitative items such as what content is most liked or shared.

Based on the above process of review, the researcher was able to derive a series of steps to avoid missing out elements in the large pool of data. This is outlined in Figure 4.2 below. As shown the whole process is divided into two main phases. First, it starts with an observation with notes taken of the page, no coding happens in this phase, just an exploration of what happens and where it does, a screenshot sample is available in Figure 4.3. Then this is followed with textual analysis and coding. The data for observation was captured online in the original setting. Field notes and screenshots were used to record the details throughout the process. Indeed, for the observation part they were the main source of data capturing. The observation was cross sectional and data was collected at one point in time. Yet, when saturation was not achieved the researcher revisited the pages for further observation. In fact, the whole data collection and analysis process allowed the researcher to go back to the field (Facebook pages) when needed. A total number of 16 pages (Microsoft Word document) and 200 screenshots were collected (of those 59 are available in Appendix B). Figures 4.2 and 4.3 below provide a sample of the procedure and what was collected in the observation.

With regards to textual data analysis, around one-month worth of posts was captured for the five pages that compose the sample in each GOFE presence. The exact duration and number of posts are tabulated in Table 4.4 below. The total number of text amounted to 1448 entries. Notably, the textual analysis of some pages went further than one month for saturation and more richness in case of limited posts. It is important to note that textual analysis included visuals and not just text. As implied by Kozinets (2010), careful

attention must be paid to the visual components of text in netnography. The data capture occurred through NCAPTURE and data was inserted in NVIVO for coding. For each organisation, a data set was imported and a PDF file. The PDF was specifically used for looking at users reviews of the page at the user rating section on Facebook. This is due to NCAPTURE not allowing the capture of the UGC for textual analysis instead the PDF was used to provide an understanding of what happened in the process of users generating page reviews. When an organisation did not allow for review of the page by users there was no PDF imported (only two organisations did not allow for such feature). Additionally, even in textual analysis notes were taken in the process of reading. The use of NVIVO helped the researcher explore the data and handle the large data sources ready for coding and analysis.

Figure 4.2 Screenshot from Field Notes Describing Actual Steps Followed

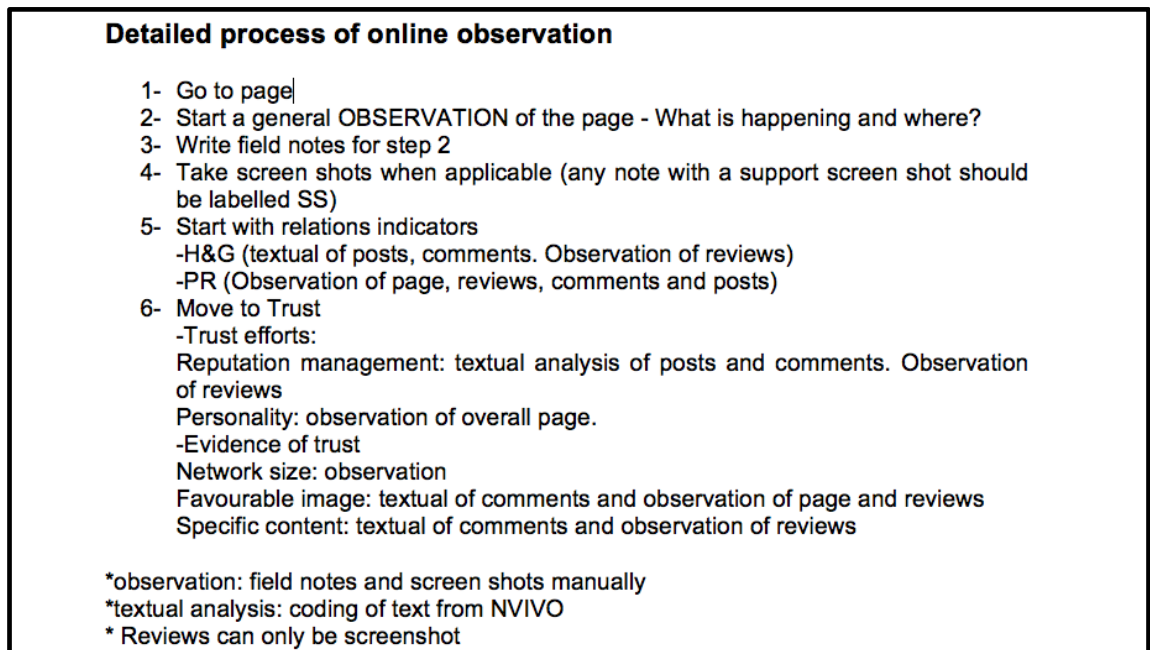


Figure 4.3 Screenshot from Field Notes (Sample of the Notes Taken During the Observation Phase)

Organization Three [REDACTED]
 The name of the page in English (SS)
 Clearly defined as a government organization (SS)
 Posts are both in English and Arabic (SS)
 Content refers a lot to the minster of communication (SS)
 Lots of hashtags and mentions to different project and concepts can be found on the page (SS)
 Cool and innovative use of graphics (SS)
 Overall approach of posts on the page indicates an event sharing or news sharing perspective (SS) with a clear presence of the officials of the authority and respective ministry (SS)
 Rating seem to be restricted since May 2016
 The rules for using the page are present in Arabic (SS)
 The about section clearly indicates it's a government organization (SS)
 The about section shows that the organization treats the Facebook page as a platform for discussion (reviews restricted and no posts by users) also messaging is allowed (SS)
 Use of a lot of photos which include participants and are live from events (SS)
 Photos are not well branded (SS)
 Shows the number of likes and followers and visitors. Visitors are very few as contrasted to the other two elements (SS)
 Conversation happens only in comments section and in messages
 Tabs are not working. Some are named in Arabic and some in English. Some represent concepts like rules and others represent events
 Poor logo resolution used in profile pictures (SS)
 Logo is relatively modern for a government organization
 Personality adopted in the communication is not casual nor informal and innovative
 Content mainly revolves around announcements and events
 In this specific page observation, I had to scroll down for more than the required time. This is due to GITEX.
 Creative content was found beyond announcements like quotes on the performance of Egypt (SS)
 Negative conversation on the post of the project on 'kilim' (GO BACK) 3
 So much spam conversation was found on the page (SS)
 Evidence of users posting in comments section of irrelevant posts regarding general recommendations reflecting no clear place for communicating their ideas (SS)
 While there are frequent posts by the page, engagement from the side of both GOFE AND users is low in agility

Table 4.4 Number of Posts by Page and the Accompanying Conversation Used for Data Analysis

Organisation	Date range of data	Amount of content (posts and comments)	Number of pages of text on NVIVO
GOFE One	May 1 st , 2017 - June 1 st , 2017	332	Almost four pages
GOFE Two	April 29 th , 2017 - June 5 th , 2017	392	Four pages
GOFE Three	April 27 th , 2017 - May 28 th , 2017	60	Almost one page
GOFE Four	April 27 th , 2017 - May 26 th , 2017	598	Six pages
GOFE Five	March 28 th , 2017 - May 30 th , 2017	66	Almost one page

The process of coding was mainly based on structural coding. According to MacQueen et al. (1998), structural coding is a technique that is based on the specific research questions that guided the interview. The process in this study included just one cycle of coding. This direction was supported by authors like Saldaña (2015), who believe that second cycle coding is only applicable when needed. The use of structural codes seemed to be the best fitting due to the design of the investigation. To further support, the data was looked at through the lenses of a pre-determined set of ideas that are directly related to addressing the research questions. According to MacQueen et al. (1998) and Guest and MacQueen (2008), structural coding is used when there are predefined connections to literature, a framework or research question. As shown in Table 3.2 Chapter Three, each of the research questions was linked to specific elements from the online data. Also, this approach of structural coding is useful in looking at large quantities of data as implied by Guest and MacQueen (2008). An example is represented in Table 4.5 below. After the process of coding, another doctoral researcher from the domain of social media was used to check for the coding efficiencies of the author. Also, as recommended by Ezzy (2002) reflexive notes were taken at all stages as a way to ensure effective coding. It is important to note that screenshots were taken whenever possible to support the notion derived by the author and are presented in Appendix B. Below in Figure 4.4 is a list of the codes as they appear in NVIVO. A more detailed description appears in the codebook in Appendix D.

With regards to instances of visual data, social media data includes images and text. Accordingly, in the context of this research, the researcher had to also code for visual data when needed, or when the images provided meaning. This included logos, banners and/or photos shared on the page. Similar to text, these visual images also linked to the predetermined approaches explained above. The field notes were also used to provide an understanding of the images for the process of data collection and analysis. These provided both descriptive and reflective accounts of what these images imply in the context of the research. To support this approach, Clarke and Friese (2007) argued that analytic memos are essential in the coding of visuals. Also, Saldaña (2015) has specifically implied that the field notes and analytical notes provide the language to the image. In this study, there were field notes and analytic memos (found also in NVIVO as annotations). For the purpose of demonstration, a sample is present in Table 4.6, where field notes were taken to capture the essence of these in relation to the research at hand.

Table 4.5 An Example of Coding of Textual Data

Code	Definition	Sample of coded data
Commitment	Evidence in content indicating commitment from GOFE to building relationships with Youth. Content could be organisation or Youth generated but must indicate two-way communication.	<p>Reference 9: 0.01% coverage</p> <p>ياقندم نفسى حد يفهمنى الصندوق بيمول ازاي وهو اصلا ملوش علاقه بالبنوك لان البنوك غير مهتمه بدرسات جدوى الصندوق ويتقول ملناش دعوه بالصندوق ولا بدرسات الجدوى والكلام ده حصل معايا وحضرتكم اكيد عارفين لاني بقالي 8 شهور في عذاب ولا عملت مشروعى ولا حد اهتم بالموضوع وطلع في النهايه كله كلام وبس للاسف ملقتش اى مصداقيه ولو كلامى غلط مستعد للمحاسبه القانونيه... فهل من رد او مجيب</p> <p>Reference 10: 0.01% coverage</p> <p>Waled Said نحيطكم علما بان سبق وان تم موافقتنا من خلال المكتب الاقليمي برفض بنك التنمية والإئتمان الزراعى طلب التمويل علماً بأنه تم الإتصال بحضرتك من خلال المكتب لإفادت حضرتك بالرفض والهاتف مغلق ويعتبر هذا رد نهائى على الحاله</p>
<p>Explanation: In the example above there is a conversation between GOFE and a user. In this conversation (the first part) the user was arguing over his confusion on the practice followed by the organisation in approving for some of the projects presented for funding. In the second part, the organisation demonstrated commitment by responding to the user and mentioning their name (specific interest). In their response, they express that they have called them more than once to explain rejection reasons but could not reach them (customer-centric)</p>		

Table 4.6 An Example of Coding of Visual Data.


Field notes	Visual data
<p>“Poor logo resolution used in profile pictures (SS)”</p>	
<p>Explanation: This table demonstrates an example of how visuals on the pages were analysed and looked at. In the context of examining the presence of GOFE on SNS the researcher has noted in the field notes that the logo for this particular organisation is rasterised to a low quality format image. This indicates weak representation of the brand on SNS.</p>	

Figure 4.4 Screenshot Listing Codes of Online Content from NVIVO

Name	Files	Referen...	Created On	Created...
<ul style="list-style-type: none"> ▼ <input type="radio"/> Relationship indicators 	13	124	6/9/17	MA
<ul style="list-style-type: none"> <input type="radio"/> Commitment 	10	49	8/16/17	MA
<ul style="list-style-type: none"> <input type="radio"/> Control mutuality 	7	75	8/16/17	MA
<ul style="list-style-type: none"> ▼ <input type="radio"/> Trust 	5	214	6/9/17	MA
<ul style="list-style-type: none"> ▼ <input type="radio"/> Evidence of Trust 	5	76	6/11/17	MA
<ul style="list-style-type: none"> <input type="radio"/> Favourable image of G... 	5	56	6/11/17	MA
<ul style="list-style-type: none"> <input type="radio"/> specific content 	4	20	8/18/17	MA
<ul style="list-style-type: none"> ▼ <input type="radio"/> Trust Efforts 	4	138	6/11/17	MA
<ul style="list-style-type: none"> <input type="radio"/> Reputation- impression... 	4	138	6/13/17	MA

With respect to the challenges incurred through the process. First, much of the online content in the form of text or visuals were in Arabic. In these instances, the researcher has used their native skills to immediately translate. However, due to the fact that the process includes a copious amount of data, it was an instant activity with no recording of that. To ensure research integrity, another native Arabic speaker researcher was used to check the process of translation. Secondly, the data captured from the Facebook pages included a lot of spam. This has affected the analysis because it has consumed from the time spent on coding the relevant data. Third, the textual analysis in NVIVO was easier for the researcher but removed the data from its original context on the page. In this

regard, the observation data and field notes have helped to provide a balanced understanding of the material. Fourth, after having started to code for the fourth organisation the process was stopped because the researcher discovered that it is a daughter organisation of one of the formerly observed GOFE. Thus, the researcher revisited the list of GOFE and selected the organisation that came next in terms of activity as a replacement. Fifth and finally, as the researcher used an Apple computer, NVIVO software did not have all functionality. This has omitted some of the options of data visualisation as well as analysis queries. Accordingly, these were done manually.

4.1.5 Summary

To summarise, this section of Chapter Four provided the empirical depth of the framework to be used in collecting and analysing Facebook Data in this research. The overall approach is the development of the content and not in testing the presence of the elements. Deep rooted in the approach is the gap between actual, desired and observed for behaviours as directed in Figure 3.2. As outlined this framework is divided into three different dimensions, A, B and C. Each dimension is based on previous scholarly directions but are altered to suit the context of this investigation. Also, each dimension focuses on a specific pillar of importance to this research. For example, Dimension A focuses on the overall presence (see for e.g. Golbeck et al., 2010; He et al., 2012; Hemphill et al., 2013; Papacharissi & de Fatima Oliveira, 2012; Park et al., 2013). Dimension B focuses on Relationship (see for e.g. Grunig & Hunt, 1984; Hon & Grunig, 1999). Lastly, C focused on Trust (see for e.g. Colliander & Dahlén, 2011; Dijkmans et al., 2015; Labrecque, 2014; Men & Tsai, 2015; Muntinga et al., 2011; Park et al., 2015; Riedl et al., 2013; Tsai & Men, 2013; Van de Walle & Bouckaert, 2003; Welch et al., 2005). As argued, the approach followed was based on both observation of the overall context of the Facebook pages and deep textual analysis of the acquired posts. Subsequently, more details were presented which outline the exact procedure of acquiring, coding and analysis. In the next chapter (Chapter Five), the themes that were extracted will be discussed. In the next section, the development of the second tool, the interview process together with the exact procedure, the coding and analysis are discussed.

4.2 The Development of Interviews

The discussion in Section 4.1 above, has outlined the details of the framework for Facebook data collection. What follows is dedicated to the elaboration of the development of the interviews, as a second source of data collection in this study. As elucidated, this

study carries out interviews with two sets of respondents, namely Youth and GOFE. The structure of the interviews included; main, follow-up and probing questions. Follow-up questions were specifically used to allow for maximum flexibility in collecting details and ideal responses as noted by Creswell (2007). Additionally, a range of probing was used in case the questions were not comprehended or needed further continuation. In doing so, the interviewer listens firmly to the discussion and pays attention to the concepts, details or themes that need following up or probing. Following the tree and branch approach suggested by Rubin and Rubin (2012), this interview divided the questions into five (GOFE) and eight (Youth) equal main parts. The interview guide also followed many of the principles of Foddy (1993) in interviewing. This implied starting with broad questions and then focusing more on specific questions as the interview runs to avoid any influence or leading answers. As seen in the interviews' schedules (Appendix C), both sets of interviews started with background questions that seek very broad attitudes and gradually focused on more specific matters. The interview closure allowed the interviewer chances for revisiting some of the answers with the respondents. This happened by giving respondents an option to check transcribed material. This notion also was known for member checks (as discussed in Chapter Three), which is a recommended practice in netnographic investigations as implied by Kozinets (2002). This practice not only allows for the input of the respondents to check for accuracy in responses but also encompasses ethical considerations as it allows the respondents assurance that what is transcribed is really their own response.

In pursuance of pre-testing the instrument, piloting was employed to ensure that the questions designed would reach the intended outcomes as specified by Turner III (2010). Two different approaches to piloting were implemented as an imperative addition to the research as recommended by Foddy (1993). The first approach was to conduct a pilot interview with a respondent (relevant to the sample) which would allow the interviewer to learn about the challenges that they would face during an actual interview session. The second approach was having piloted respondents rephrase the question as they understood it to anticipate for issues related to the comprehension of the respondent. During this phase of piloting some of the issues that emerged were that some questions were repetitive. Also, some questions were too open ended which made the respondent lose track.

In the actual sessions of the interview, all respondents were presented with information sheets that explained the intentions of the research and their role in the process. Further,

they were presented with consent forms. When permission was granted, recording was conducted in a digital form. Likewise, the transition was ensured to be smooth between the various sections of the interview. For example, in the case of GOFE, the researcher outlined that the start will be with personal thoughts regarding the platform of communication and then will move into the organisation's practice. As for the case of Youth, the questions ran from general thoughts regarding SNS into specific questions about interaction with GOFE on the medium. The duration of the interviews was designed and managed to be one hour each. But actual implementation took between 15-25 minutes. The interviews were initially designed in English and then translated into Arabic for conduction. Arabic is the official language in Egypt – the context of study- and is the mother language of all nationals. This would allow for effective communication by the respondents as noted in the work of Bryman and Bell (2007).

After conducting the interviews, the responses were immediately transcribed into English language to be analysed. The researcher who is a native Arabic speaker conducted the translation and transcribing of the material, in order to allow maximum awareness of the data. This researcher – translator role was supported by Temple and Young (2004) in Section 1.4.1 of Chapter One while discussing reflectivity and the researcher position. In the process of translation back and forth from English to the Arabic language, an Egyptian colleague who is fluent in English was invited for monitoring and revision. The questions within each interview will be explained in the following section. The subsequent two Tables (4.7 and 4.8) were developed for the purpose of a detailed explanation of the main topics of each interview. Each Table breaks down the categories of the main topics of each interview, highlights the theme of the category and matches it to the relevant research question and objective. Due to interconnections, some categories might fall into more than one research question and their subsequent objective, the focus was to highlight the main question covered. The Table has been broadened to also include the final column which links between the different sections of the Table (thus interviews).

4.2.1 GOFE Interviews

Starting with the interviews with GOFE SNS staff, the first category is a general approach to starting the conversation as shown in Table 4.7 below. Specifically, this category focuses on the professional background of the respondent and their familiarity with the organisation. This category is interested in the role the respondent plays in the organisation. Moving on, the questions start to include SNS in the topic by broadly seeking their perception of SNS and their role in building social relationships. The second

category is a transition from personal opinions to organisational practices. The purpose is to acquire further in-depth information on the power of the platform for GOFE. This would be investigated through a list of the channels and their importance while trying to find out if some are more important than the others. Additionally, looking for clues on relationship building and trust development and a confirmation of Youth as a main/one target of focus for the organisation.

The third category is designed to capture the complexities of the vision and strategy of SNS for GOFE. This would be achieved by exploring the strategy of GOFE. Also, it includes significantly looking for clues on approaches towards relationship development in their strategy and how it is generated. Another technique is through exploring for the presence of a vision and learning how the objectives are formed. The fourth category was developed to help understand how SNS is operationalised. This shall happen through learning about the expertise of the team and the discovery of any clues regarding the relationship of the team with the overall government units. Finally, the fifth category is designed to enable a detailed analysis of the various factors associated with relationship and trust in this study. This is exemplified in listening for clues on outcomes of SNS communication from the perspective of the organisation with specific interest in outcomes such as relationship and trust. Also, by exploring how the organisation practices reaching the SNS communication outcomes. Further to that, it was aimed to consider the perception of the organisation towards the link of their online presence to overall government. Moreover, exploring the perception of the organisation on the importance of their topic discussed and its relation to overall government impression while pursuing a confirmation on the importance of Youth in this process. The next section discusses the categories of the interview with Youth.

Table 4.7 The Components of GOFÉ Interview Guide (Interview Manual Available in Appendix C)

Topic/Category	Theme Description	Number of questions	Relevant research question and objective
1	Opening and general perceptions on the platforms and its role for social relationships	Four main questions, two follow up and one probe.	<p>RQ1: Why are GOFÉ present on SNS?</p> <p>OB1.1- to explore the vision and marketing strategy of GOFÉ on SNS</p> <p>OB1.2- to find out the intended outcomes of communication with target audience</p>
2	Exploring the power of SNS communication for GOFÉ	Three main questions and two follow-up.	
3	GOFÉ vision and strategy for SNS communication	Two main questions, three follow-up and one probe	
4	The approach to operating SNS communication in GOFÉ	Two main questions, one follow-up and two probe.	
5	GOFÉ topic and SNS communication and its role with building relationships and trust with the organisation and government	Four main questions, four follow-up and one probe.	<p>RQ3: What happens when users and GOFÉ interact on SNS in terms of overall trust in Government</p> <p>OB3.1: to investigate the role of communication over an area of interest to Youth leads to trust in agency</p> <p>OB3.2: To investigate the role of communicating with GOFÉ on SNS can result in trust in Government</p>

4.2.2 Youth Interviews

Table 4.8 below is a breakdown of the components of the guide of interviews with Youth. The full interview guide is available in Appendix C. The first category includes an investigation of the professional background of the respondents. This was conducted to look for specific specialisations that could affect answers. The second category explores general attitudes towards SNS. For example, frequency of use and reliance on SNS was explored as an estimation of the presence of the platform in the daily life of respondents. Also, the aim was to find out their perceptions of the power of SNS in creating relationships. As well as, investigating their opinion on the importance of organisations being present on SNS. This approach to starting the interview with a collection of general attitudes helped warm up the respondents. Following that, the interview moves into a

more dedicated approach to GOFE pages in the third category. In that category, the main drive was to explore the factors that motivate the users to use/ follow the GOFE SNS pages. This was investigated through collecting any evaluation or impression of their experience with GOFE and exploring their experience of direct interaction with GOFE on SNS. Additionally, the interview with Youth aim at investigating the reason that led Youth to follow GOFE on SNS or what are the factors leading to that. Furthermore, the interview searches for any associations between the reasons why Youth follow GOFE and the specific topic of GOFE. The fourth category in this interview was purposely focused on the outcomes of communication on SNS. In this direction, the questions were designed to investigate what Youth thought the potential outcomes of the interaction between GOFE and Youth were. The fifth category then focused on relationship construction and trust development. This was explored through investigating how Youth perceive that a relationship with and trust of GOFE are possible through SNS. The sixth category was developed as an investigation of the role of the topic discussed in building perceptions of Youth towards activity or relationship with GOFE. The seventh category was specifically interested in the impact on the overall government. This was surveyed through finding out how the users relate their experience with GOFE to the overall government and further to this, by looking specifically for the impact of the topic on overall trust in government. Finally, in the eighth category or the closure of the interview the interest was in an overall evaluation of GOFE presence. This took place through exploring any potential recommendations to improve activity and finding out if there are any positive thoughts towards the approach of the organisation on SNS.

Table 4.8 The Components of Youth Interview Guide. (Interview Manual available in Appendix C)

Topic/ Category	Theme Description	Number of Questions	Research question and objective
1	Background	One main question.	RQ2: How are Youth engaging with GOFE on SNS? OB 2.1: To explore determinants of Youth engagement with GOFE on SNS OB 2.2: To find out the Outcomes of Youth Engagement with GOFE on SNS
2	Exploring Youth perceptions of SNS (warm up questions)	Three main questions.	
3	The different motives of Youth to follow GOFE	Three main questions, one follow-up and one probe.	

4	Youth perspectives on the outcomes of interaction with GOFE on SNS	Two main questions, one follow-up and one probe.	
5	Youth viewpoint on the impact of SNS communication with GOFE on relationship and trust	Two main questions, four follow up and one probe.	RQ3: What happens when users and GOFE interact on SNS in terms of overall trust in Government? OB 3.2: To investigate the role of communicating with GOFE on SNS can result in trust in government
6	Studying the topic discussed as an aspect of impact to the relations of interest	Three main questions, two follow up and one probe.	
7	Relating user interaction with GOFE to overall Government	Two main questions, two follow up and one probe.	
8	Youth assessment of GOFE's presence strategy on SNS	Two main questions.	RQ1: Why are GOFE present on SNS? OB 1.3- To evaluate the current presence of GOFE on SNS

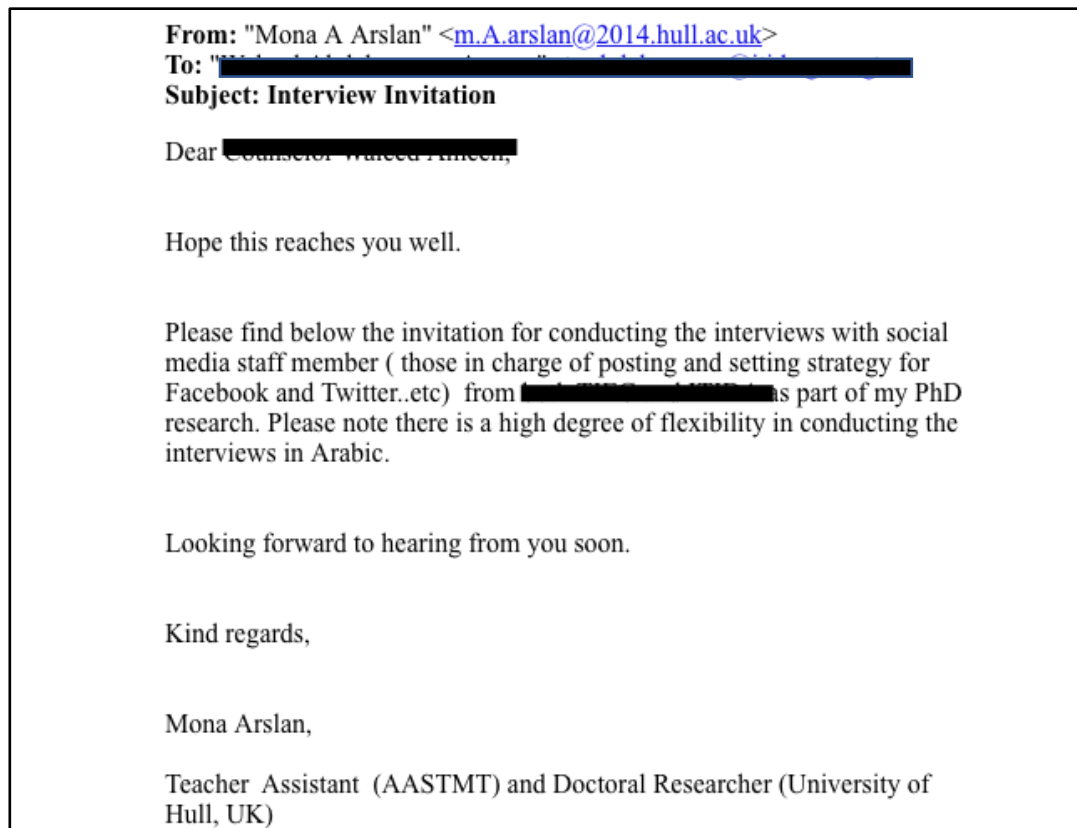
4.2.3 The Procedure of Conducting the Interviews

With regards to the interviews with GOFE representatives, as noted earlier in Chapter Three, a pilot study was conducted to outline what sample of Government accounts would be targeted. As a result of the pilot study, the most active three pages within the preselection of Government accounts were selected. Being a netnographic investigation, the starting point of each of the interviews was an online invitation. To explain, in order to be able to interview representatives from these three organisations, the LinkedIn social networking site was selected to search for those who work in the Government bodies of interest. Once the organisation was identified, the network of individuals was extracted and the social media domain was added. The author evaluated the individuals of relevance and was able to select the most appropriate contacts. The next level was sending an email. A screen shot from the email is shown below in Figure 4.5. The body of the email included an introduction of the researcher and a brief about the study and an information sheet (in English and Arabic) about the study.

The response received from the interviewees included the date and time and the choice of their premises in Smart Village in Giza, Egypt. On the agreed time, the interviewer showed up, presented the consent forms and started the recording of the interview. One of the organisations even went further by presenting some of their social media statistical insights. Through the sessions, the interviewer has taken field notes and memos that

recorded any further observations in the process. After this phase, the interviews were conducted in Arabic and transcribed to English. To ensure effectiveness, another doctoral researcher in the area of social media who is a native Arabic speaker and fluent in English did check the effectiveness of the author in doing the translation. The interview process with GOFE representatives went smoothly and were productive and was successful in attaining the desired number of interviews with GOFE.

Figure 4.5 Screenshot from the Interview Invitation Sent to GOFE



With respect to the procedure of the Youth interviews. After the selection of the GOFE sample to be investigated, the interviewer went to the pages and based on the most recent posts, randomly selected users who had engaged with the content of the site (specifically those who had either liked or shared a post, or expressed an emoji). The random users selected were sent a private Facebook message including details about the study the study information sheet, and a survey to confirm for age and nationality as shown below in Figure 4.6. After initial screening, the potential interviewees were asked to set a date, time, and location for interview. Challenges occurred in relation to translating the initial interest of some respondents into survey responses and in completing the expected 20 interviews as mentioned in Chapter Three. After many attempts of scheduling, only 17 interviews were conducted. Two of which were omitted at a later stage as the answers

provided by the users were irrelevant to the questions posed and thereby the focus of the study. The greater majority preferred an online interview rather than a face to face offline one, as initially proposed in Chapter Three. This is due to the fact that, contrary to what was initially theorised, the researcher has sensed that many were worried to talk about the Government offline in a public place. For the best interest and convenience of the sample, the researcher only conducted five of the interviews offline and the rest were online using Facebook messenger. With regards to the consent forms, the users signed the consent forms and sent a photo of that. During the sessions, any additional comments or observations were recorded in field notes by the researcher. After the recording took place, the researcher took the same approach to transcribing and translating as with the GOFE interviews mentioned above.

Figure 4.6 Screenshot from the Invitation Sent to Users on Facebook (in Arabic)



4.2.3.1 The Procedure of Interviews' Coding and Analysis

In this section, a detailed description of the process of coding and analysis is provided. First the translated transcriptions were imported into NVivo software. The researcher began the process by going through the transcriptions and field notes and writing any emerging comments. This kind of initial reading and memoing is discussed in the work of Creswell and Poth (2018). This provided flexibility to the researcher in organising which coding approach best suited the research design as advised by Saldaña (2015). Consequently and according to Saldaña (2015), the coding approach used in the current study is considered to be a hybrid one. One advantage to this direction is that more than one technique can be used and customisation could occur to meet the needs of the current investigation. Coding occurred at two stages. According to Miles and Huberman (1994),

first level coding provides a summary of the data and the second cycle presents smaller categories, constructs, or themes of groupings. However, second cycle coding was only used when applicable or where it was needed. Support for this was found in the work of Saldaña (2015), thus not all codes went through a second cycle. More specifically, with regards to first cycle codes, this study is considered to have adopted both provisional and structural directions of the coding in the study.

Provisional coding according to Miles and Huberman (1994:58) is considered to be the “start list of set codes prior to field work”. Additionally, according to MacQueen et al. (1998) structural coding uses a phrase to describe data that is related to a specific research question that was used in structuring the interviews. The choices are based on the fact that coding was based on the research questions in the study and key variables like SNS, relationship and trust. This strong relationship between research questions and codes was also supported by the work of Miles and Huberman (1994). To further support, as shown in Appendix C the interview was divided into main segments of key study variables. Indeed, this approach of coding is found useful in cases with large data sets and interviews (of semi structured nature) that address major themes as implied by previous authors (e.g. Guest & MacQueen, 2008; MacQueen et al., 1998; Saldaña, 2015). The rationale behind the choice is due to that fact that this investigation included very concrete ideas to be extracted from both sets of interviewees. Predetermined categories were mostly formed from the literature and the theoretical framework of the proposed model. After the first cycle of coding, the researcher refined the categories and their descriptions to best fit what was extracted. The example demonstrated in Table 4.9 below further reflects on the approach of the first cycle coding.

Table 4.9 An Example from GOFE Interview of First Cycle Coding using Structural Coding Techniques.

Interview topic	Interview section	Code	Definition
Relationship & Trust	FIVE	SNS and trust	GOFEs’ opinion about the influence of communicating with target audience on SNS platforms in terms of trust in

			GOFE and/or overall Government.
For example: “yes, there is a positive potential. And believe me, (hmm) I think Youth can put so much to the online conversation to help increase the trust in the Government, Youth have so much so much! But give them the right channel”			

Usually provisional coding is reworked and altered (Hedlund-de Witt, 2013), accordingly a second cycle was needed to refine the provisional or structural codes as mentioned above. Both sub coding and pattern coding directions were used. The benefits of this are that sub coding is designed to provide richness and detail to the provisional codes as implied by Miles and Huberman (1994). The second advantage is that in many instances the researcher felt provisional codes were too broad as explained by Saldaña (2015). Consequently, more ideas emerged to help provide deeper insights. Similarly, pattern coding puts data into smaller sets (Miles & Huberman, 1994), hence more meaning is generated (Saldaña, 2015). The example below in Table 4.10 demonstrates a sample of second cycle coding.

Table 4.10 An Example from Youth Interview of Second Cycle Coding Using Sub Coding techniques.

First Cycle Code	Second cycle generated codes	Description	Examples
SNS, GOFE and Government perception	Positive Perceptions	Subcategory of perception based on SNS. In this code there are positive opinions by Youth on how current SNS presence by GOFE can impact perception.	“They are trying to um reach through new channels which is, there is a team working on this, which is something positive.”
	Negative Perceptions	Subcategory of perception based on SNS. In this code there are negative opinions	“On of course, Facebook, no! but as an insider they have some good and

		by Youth on how current SNS presence by GOFE can impact perception.	some weak. Normal [SIC]”
	Reserved Opinions	Subcategory of perception based on SNS. In this code there are reserved thoughts by Youth on how current SNS presence by GOFE can impact perception.	“Generally, I can’t say yes. Because I know that its individual efforts.”

As a conclusion, this study brings together elements of elemental (structure coding), grammatical (sub-coding) and pattern coding approaches to analysis of the data. In addition, attention was paid to Kozinets’ recommendation on considering the meaning provided beyond what is seen as logical by participants being studied (Kozinets, 2010). In doing so, the researcher considered elements of researcher reflexivity as discussed in section 1.4.1. Finally, as mentioned earlier, to ensure trustworthiness and effectiveness of coding, research colleagues were invited to check the coding as advised for by Strauss (1987).

Generally, all codes are gathered in a code book represented in Appendix D. First and with respect to the GOFE interviews, the transcripts were analysed and the phrases, words or meanings provided by respondents were indexed to relevant codes. These codes were four as shown in Figure 4.7 below. Subsequent categories were also formed at one of the nodes. For the purpose of thematic analysis, the researcher went through the coded data and started to create annotations and notes and was thus able to extract the themes. A total number of three themes were extracted and supported as will be discussed in the remaining part of the chapter. Secondly, Youth data was analysed and coded. Four codes were created as shown in Figure 4.8. Later one of the codes was divided into further subsequent codes. Through annotations and researcher notes, three themes were defined and will be discussed in the remaining part of the chapter. It is important to note that the predetermined categories did not limit the creativity of the researcher in generating ideas

beyond what was expected. Indeed, the start of the analysis with online data extracted from Facebook as discussed in Chapter Four has provided a good starting point to the process of analysing the research. One of the challenges is that some of the phrases of text related to more than one coding group and needed to be refined. This is in accordance with the work of Miles and Huberman (1994) who named this as “double coding”. Another challenge was due to the use of NVIVO on a MacBook. Unfortunately, many of the options available in the software for data visualisation were not functional, yet, the process of reading the data through NVIVO was definitely more effective than the manual approach. It is important to also note that across both sets of interviews, codes beyond what was expected have emerged. Furthermore, themes were generated from data across the nodes.

Figure 4.7 Screenshot from NVIVO that Lists the Codes of GOFE Interviews.

● SNS for GOFE	3	40	4/10/18, 1:40 PM	MA	9/24/18, 12:59 PM	MA	●
● SNS and relationship buil...	3	9	4/10/18, 1:47 PM	MA	9/24/18, 1:35 PM	MA	●
● SNS and Trust	3	30	4/10/18, 1:47 PM	MA	9/24/18, 1:35 PM	MA	●
▼ ● GOFE SNS operations	3	38	4/17/18, 10:55 AM	MA	9/24/18, 12:59 PM	MA	●
● experience	3	18	4/17/18, 5:00 PM	MA	9/12/18, 12:23 PM	MA	
● strategy	3	21	4/17/18, 5:04 PM	MA	9/18/18, 1:23 PM	MA	
● gofe identified challen...	3	12	4/17/18, 5:15 PM	MA	9/24/18, 12:59 PM	MA	

Figure 4.8 Screenshot from NVIVO that Lists Codes from Youth interviews

▶ ● About the topic (content)	10	40	10/24/18, 2:07 PM	MA	9/24/19, 8:11 PM	MA	●
● Motive to follow GOFE	13	26	11/15/18, 11:43 AM	MA	11/19/18, 9:28 PM	MA	●
▶ ● Outcomes of Youth and GOFE interaction	14	57	11/15/18, 11:44 AM	MA	9/12/19, 12:47 PM	MA	●
▶ ● SNS, GOFE and Government perception	11	19	11/20/18, 12:41 PM	MA	9/24/19, 8:11 PM	MA	●

Name	Sources	Referen...	Created On	Created...	Modified On	Modified By
▼ ● Outcomes of Youth and GOFE interaction	14	57	11/15/18, 11:44 AM	MA	9/12/19, 12:47 PM	MA
● Other outcomes	13	14	11/29/18, 9:50 PM	MA	4/14/19, 10:34 AM	MA
● Relationship as an outcome	13	32	11/24/18, 12:05 PM	MA	4/16/19, 8:46 PM	MA
● Trust as an outcome	11	11	11/28/18, 11:06 AM	MA	10/19/19, 7:42 PM	MA
▼ ● SNS, GOFE and Government perception	11	19	11/20/18, 12:41 PM	MA	9/24/19, 8:11 PM	MA
● negative perceptions	3	3	4/8/19, 1:09 PM	MA	4/14/19, 10:50 AM	MA
● positive perceptions	7	10	4/8/19, 1:08 PM	MA	9/24/19, 8:11 PM	MA
● reserved opinions	4	4	4/8/19, 1:09 PM	MA	9/12/19, 11:48 AM	MA

4.2.4 Summary

The introductory part of Section 4.2 starts by discussing the general approach developing the interview guides. This includes the structure of the interviews, the kind of questions and interview principles generally. Also, the pilot phase is explained with an emphasis on the outcomes of such. Thereby, reference to seminal work was presented in support of decisions taken by the researcher (see for e.g. Creswell, 2007; Foddy, 1993; Rubin & Rubin, 2012; Turner III, 2010). Vivality, the essentials of Netnographic data collection and research reflectivity was attributed to in the approach of the section. Further, the

mechanism of actually conducting the interviews was discussed. Previous work relevant to this section was also included as support to choices made by the researcher (see for e.g. Bryman & Bell, 2007; Temple & Young, 2004). Elements such as the duration of the interview(s), dealing with the respondents, familiarising them to the topic and the consent forms were discussed in these. Also, it includes the approach toward transcription and transitions.

The chapter then branched into two main sections, one that focused on GOFÉ interviews and the other focused on Youth interviews. In each section the categories of questions are discussed in detail, while explaining the objectives of these. Also, each section includes a Table (see Tables 4.7 and 4.8) that brings together the questions and their type (main, probe or follow up). For research clarity and objectivity, these Tables have also linked the first two aspects with their relevance to research questions and objectives as shown. Finally, the detailed procedure of conducting the interviews with both targets Youth and GOFÉ was presented. This included the invitation process as shown in Figure 4.5 and 4.6. Also, the procedure included the translation and transcription approaches to the interviews. Following this, the coding techniques followed in coding the material was discussed based on the approaches of previous scholars (e.g. Guest & MacQueen, 2008; Miles & Huberman, 1994; Saldaña, 2015). In doing so, examples of coding were demonstrated in table 4.9 and 4.10. The next chapter outlined the findings from the online data.

Chapter 5 Analysis of Online Data

As outlined in Chapter Four, the data collection included an online observation of SNS accounts (which includes textual analysis of Facebook activity) and interviews both with GOFE employee responsible for social media presence and users of these SNS accounts. The purpose of this chapter is to discuss the key findings of the thematic analysis of the online data collected through Facebook in this study. The thematic analysis was produced based on the coding procedure combined with field notes and general observations that address the research questions. The analysis focused on five themes around the key findings from the online data. In the next chapter, Chapter Six of this study, the outcomes of the interviews are discussed. Finally, in Chapter Seven a discussion of all findings is gathered, where all sources of data are synthesised in relationship to the research questions.

The next section explores the five different themes extracted from the process of observing for five of the SNS accounts of interest to this investigation (based on the observation manual outlined previously in section 4.1 of Chapter Four). As explained in Chapter Four, to reach this set of themes, this investigation included a live online observation of the accounts – the researcher actually visited the pages- where field notes were taken, and no codes were generated. Followed by that a detailed textual analysis of the posts (text and visuals) of these pages were coded for. Screenshots and evidence will be attributed to relevant themes and shall be located in Appendix B of this thesis. The resulting themes are discussed by highlighting the main themes extracted and their subsequent ideas.

5.1 Themes Extracted from Facebook Data

Facebook Theme One: *Representaion*

GOFE representation on SNS - composed of brand, approach to conversation, content creation and visual media use - was found to still be in development

One of the objectives of RQ1 was to examine the current presence of GOFE on SNS. Based on this observation it was derived that GOFE representation is established based on a number of elements. These different components of the pages were found to be worthy of analysis in the context of GOFE SNS presence. These include elements of brands, conversations, content and visual media. These are explored below.

- Establishing elements of brand representation.

Elements that make up the brand of GOFE on SNS were found to include brand name, logo, page description, government positioning, profile picture and cover photo, connectivity, functionality and the extra features of each page. Facebook Page Name is the first item related to the brand that meets the users on the page. The name of the page happens to reflect the exact names of the organisations for all but one of the organisations. To explain, Organisation Four formerly presented another agency and now is handled by a different organisation. Accordingly, the page name remained the same and an addition of the new name was added next to the old in the name area on the Facebook page. Whilst the scope of work and the sponsoring ministry is still the same for Organisation Four, this was found to complicate the identity and identification of the page. This is specifically due to the fact that users must search with the old name to find the organisation. Also, the name became too long. Hence an inefficient rebranding process.

The Profile Picture and cover photos of Facebook pages are equally as important to brand names when it comes to visitors' first impressions. To further elaborate, the profile picture and cover photo are a further demonstration of the brand logo which is critical for the brand identity on the page. Based on the observation of the five GOFE pages, it was clear that they understand the importance of brand image through the use of logos. This was well defined generally through logos that are clear, well-sized and of high resolution. However, two organisations can improve their brand visibility and representation further.

One organisation has a poor logo resolution and the other needed the profile picture to be resized (Screenshots B.1 in Appendix B).

The use of the English language for the page name was common among all organisations. Only one of these has kept the name both in Arabic and English language (Screenshots B.2 in Appendix B). Whilst Arabic is the official language of Egypt, the use of English reflects how the organisations want to be perceived as professional and up to date, that also draws them away from the usual image of government entities. One drawback of this approach is that it creates a challenge for non-English speakers in Egypt. Accordingly, this might limit the chances of outreach to Youth. Regarding the language of posting, only one organisation posted strictly in the Arabic language, yet the others have maintained the use of both English and Arabic (Screenshots B.3 in Appendix B). Contrary to the ideas of the language of the page name, the use of both English and Arabic was found to be more visually attractive. For example, the use of hashtags and some terms in English could increase the reach of the content while maintaining a balance between the professional look provided by the use of English and the authentic appeal and maximised reach of Arabic language use.

The About section of each Facebook page provides a chance for the organisation to describe its scope of activity and objectives. Evidence from the observation suggests that not all organisations have fully exploited the benefits of this section. For instance, one organisation has reordered the About tab so that it's not the first appearing tab (Screenshot B.4 in Appendix B). This might lead to a confusion that this section exists on this page due to the fact the majority of Facebook pages leave it in the default setting in proximity to the home tab. Some of the other benefits of the About section is that it enables GOFE to position itself as a government organisation through the organisation type. This is specifically vital for the brand image and identity of the page. However, the description section within the About tab should additionally endorse that this is a government entity. According to the field notes, it was common among organisations that they were well-positioned as government entities through both the description and organisation type (Screenshots B.5 in Appendix B), yet one organisation has not provided sufficient details of being a governmental entity.

Connecting with audience beyond Facebook, this was found to be a clear component of the brand formation on Facebook. Users go on Facebook to participate in a conversation or learn information. In many cases, users want to take their interest beyond Facebook or

even beyond SNS. For example, some users might need to send an email or check a website. It signals a strong image to find that the organisation is already providing details to further connect with its audience. Through the observation, there was evidence that GOFÉ is putting an effort into further connection through emails, websites and landlines. Some have even gone further and provided a hotline. The best example was found to be the installation of a 'contact us' tab just below the cover page, very obvious upon visiting the page. This was adopted by two of the analysed organisations (Screenshots B.6 in Appendix B).

Each GOFÉ page observed had a unique addition or what can be called an extra option to their SNS presence. The options provided by Facebook for pages and the unlimited options of graphics and online media has provided many additional options to the pages observed. For instance, a page has included tabs for different projects, another included a tab for vacant positions and job applications. Some tabs were for news, events and even the rules of participation in the community on the Facebook page for this particular organisation. But unfortunately, functionality was rather questionable. Organisations like One, Two, Three and Four had broken tabs that do not function and outdated tabs that were last updated three years ago (Screenshots B.7 in Appendix B). Organisation Five was the only organisation to include only the standard tabs, but all happened to be functioning. Nevertheless, the main limitation of those functionality errors is that it signals a bad image and impression of the organisations. In that sense, it would be better to keep simple tabs and options and make sure they are well maintained.

- Conversation and content on pages

Content and conversation are essentially critical for the presence of organisations on Facebook. As reflected from the online observation of the GOFÉ pages, there are a number of elements concerning both conversation and content that have led to the emergence of the theme explaining how the brand is still in development. Starting with conversation, the place where conversation occurred was considered critical for the online observation, specifically when it came to coding the other elements of the analysis. The online observation has highlighted that options and possibilities of conversation have not reached their maximum potential between GOFÉ and users. In fact, it was found to somehow be limiting full engagement of the users.

Overall, the places where conversation occurred between GOFE and users were in the comments section, reviews section and messages (Screenshots B.8 in Appendix B). Posts by users' section is restricted by all organisations. The comments section was by far the most commonly used in terms of conversation, though for Organisation Five the response from the organisation side was found to be slightly weaker than the rest of the organisations with regards to the comments section. The provision of ratings, user-generated questions, and complaints on reviews were commonly allowed, except for Organisation(s) Two and Four. But, even on pages where they were allowed there was a limited response from GOFE. As an example, Organisation Three allowed for user review in the ratings section. In that particular organisation, negative content was found to be generated by the users regarding one of the Organisation's projects. This content was left not responded too (Screenshots B.9 in Appendix B). The disadvantages of this strategy lie in the fact that even though the ratings and reviews section is designed to rate the organisation, users are going there to start conversations, because other pages have restricted/controlled the options of posts by users, and so they are left with no options for expressing their thoughts.

Also, Organisation Three has clearly mentioned in the description of the page that Facebook is their platform for discussion and has left no room for users to generate content except for comments and messaging (Screenshots B.10 in Appendix B). This suggests evidence that organisations acknowledge the role of Facebook in hosting a conversation but do little to support it. Finally, Organisation Two has created a poll tab which is believed to be a good place for conversation and collecting insights from users as well. Yet, when it came to practice, unfortunately, it was found that the organisation has only posted one question which had very weak participation (Screenshot B.11 in Appendix B).

On the question of what content was published by GOFE on their pages, two important notions arise. What is being said and how it is being said. Starting with what is being said. Press releases were being shared by Organisation(s) like One and Five (Screenshots B.13 in Appendix B). This happens to be a common practice by government entities for the purpose of organisational promotion. Also, another expected kind of posting by GOFE were posts including public officials and Government key figures (Screenshots B.14 in Appendix B). This expresses how these organisations like Two, have an approach to clearly promote certain individuals, which is found to be out of scope. A more effective mechanism of providing this may be through the use of separate fan pages. Meanwhile,

Organisation Five has used a variety of posts to reflect co-operation with other Government bodies (Screenshot B.12 in Appendix B). Specifically, Organisation Five reflects a good image of the Government through such an approach regardless of the low content frequency and weak engagement on the page.

In addition to opportunities for conversation, users also go on SNS to engage with social content. This content is usually developed differently than traditional media (newspaper), or even websites. In that sense, from the observation, it was noted that some organisations went beyond basic posting like just announcements. For example, Organisation Two reflected a high sense of commitment from GOFE towards empowering Youth. This was clear by using phrases like “دمتم مبدعين” which translates to ‘You are creative’. This was also found in posts of Organisation Five, which has also developed a series of interesting content related to thanking participants by name (Screenshot B.15 in Appendix B). Organisation Three adopted an overall approach of posts on the page for event sharing, or news sharing perspective. Yet, as mentioned above they reflect a clear presence of the officials of the authority and respective ministry. Nonetheless, they still posted creative content beyond just announcements like quotes on the performance of Egypt. This was found to be motivational for an audience composed of Youth. Next, we discuss how content is being delivered on the platform.

- Approach to content creation by GOFE

The approach of creating content on SNS is rather believed to be art and is as equally important as the message itself. Specifically, SNS has developed its own culture of communication through some features. These features include; hashtags, emoji and mentions which are a must have on the communication menu of GOFE if they are on an SNS platform. Organisations like Two and Five, have acknowledged this by using emoji and hashtags in their communication (Screenshot B.16 in Appendix B). Organisation Three has used hashtags to create certain labels and terms for different events and projects. This is found to be highly effective as it allows visibility of the efforts of GOFE in the search engine. Furthermore, Organisation Five has also utilised these features by cross-posting from other pages of other organisations (Screenshot B.12 in Appendix B). This demonstrates a good image of the government and additionally reflects a collaborative approach from the organisation, which is believed to be one of the clear aspects of the culture of SNS.

The length of the message sent on SNS by GOFÉ as well as the tone used to relay it are very critical to the appeal of communication to Youth. Generally, on social media platforms, shorter messages tend to be more attractive to users. Organisation Two has recognised this strategy by using short and to the point messages. Other organisations have used longer posts, where the interface will only allow users to see a part of it and to continue reading the rest they have to click on the ‘see more’ link provided by Facebook. This was found to yield to a less catchy appeal of the message from the side of the organisations. Additionally, the tone is of great significance to GOFÉ in their SNS communication. Tone can impact on the perception of users of the organisation. GOFÉ do not want to be too formal to be perceived as the usual government bodies and they need to be modern to catch the attention of Youth. Organisations Two, Three and Five have set a strategy of alternating between both formal and informal. This was found to be appealing. For example, in the case of Organisation Two, the response was often very friendly and in the language of the user (Screenshot B.17 in Appendix B). Sometimes they even used slang words in Arabic. Yet, organisations like One has only used a formal tone keeping the traditional image of government communication in the modern realm of SNS communications.

- Visual Media

As mentioned in the GOFÉ brand online discussion earlier, brand visibility and graphics are part of what comprises an online brand in SNS communication. Organisations like Two and Three have used innovative graphics and infographics that are very attractive for their audience (Screenshot B.18 in Appendix B). In addition, Organisation Two has focused on branding the graphics through the use of their corporate logo which was found to be very advantageous. Further to that, Organisation Two has actually relied more on graphics than photos in their posting. Graphics were also used for seasonal greetings (Screenshot B.19 in Appendix B) and exceptionally Organisation Four has used them to show political compassion (Screenshot B.20 in Appendix B). This was found to be very brave from the organisation. Nevertheless, photos shared are a useful way for the organisations to publicise their efforts and draw the attention of Youth. This was recognised in the practice of Organisations One, Three and Four.

With regards to the use of photos, Organisation Three shared on their page photos of participants from different events run by the organisation (Screenshot B.22 in Appendix B). Which endorses the organisation’s efforts in empowering Youth. Contrary to that,

on pages of GOFE One and Four, a different trend was found. These pages have posted photos of officials participating in events and/or projects. Indeed, one post was found to be a photo of a single official themselves (Screenshot B.21 in Appendix B). This is found to be less attractive to Youth. Finally, videos were also found, but were not as common as the other examples of visual media mentioned in this section.

Facebook Theme Two: *Relationships*

GOFE's presence on Facebook was found to be more about publicity than participation

Generally, the observed accounts of GOFE do provide evidence of efforts for public relations strategy in their communication with Youth. Accordingly, this indicates that the organisations have an intention to use SNS communication to build relationships with the audience. Against the four models of public relationship (Grunig & Hunt, 1984), it is suggested that most organisations have performed a publicity strategy of public relations. This includes content that expresses one-way communication. Through this element, the organisations were attempting to share and provide information, publicise achievements, reflect on media coverage of GOFE activity and demonstrate transparent approaches to information provision. This makes sense due to the fact that it would tend to be attractive for GOFE to use SNS to simply advertise itself and its' teams. Yet, this kind of information is more biased towards the GOFE and is characterised by being pushed and not triggering a conversation. This limitation was noticed by all organisations, except for GOFE One.

Organisations Two, Three and Four, provided content that is not only focusing on the organisation or biased towards it, and thus content that is more on the side of users. Hence using the public information public relationship model. This includes live feeds from the events (Screenshot B.23 Appendix B) in the form of photos and text. No two-way communication was found, but the content was more skewed towards the users. It is also suggested by the observation that Organisation Two and Four have worked well on resolving conflicts and complaints. Their dialogue expressed two-way content that worked on mutual understanding. Furthermore, Organisations Two and Five have worked on triggering conversation through the different topics centred around GOFE, but with little, or no attention to the actual responses. Hence evidence of two-way symmetrical and asymmetrical models. Perhaps the advantage of these two examples from Gruing and

Hunt (two-way asymmetrical and two-way symmetrical) is that they focus on two-way communication, a rather important element of being present on SNS. As a conclusion, it can be argued that GOFÉ on SNS tends to be more interested in the publicity ethos than a participative strategy. In the sense that, more of the GOFÉ Facebook pages were found to be practising publicity and public information models of public relations on SNS instead of focusing on two-way content.

- Let go and join the conversation

Another aspect regarding the observation of relationship indicators in GOFÉ's SNS communication was looking for control mutuality, one of Hon and Grunig (1999) elements of relationship indicators. According to the aforementioned authors, control mutuality refers to the power in the relationship between the organisation and its public, the interest is to find out if Youth have a share in the conversation. Thus, it is resembled in conversation about the main background of the organisation, hence entrepreneurship. For control mutuality, the textual analysis reveals that not all organisations can be put into one category. According to SNS practices, most GOFÉ organisations were found weak in the element of control mutuality. Whilst there is evidence of organisations being keen to respond to questions, not all questions were responded to, the response was found to be static, formal, and repetitive in varying instances (Screenshot B.24 in Appendix B). Only Organisation Two has broken this trend. Their text reveals a greater rate of response. First, they respond in the language of the user (as mentioned in the themes before). Also, their responses were not repetitive or automated.

Overall, it can be generalised that the conversation observed for while reflecting against the element of control mutuality was found to be related to comments and questions on posts, complaints on how to join, or apply for a program. No evidence regarding control mutuality was found on other topics. In an effort to increase response and feedback, Organisation Two and Five have worked on mentioning the names of users in responding to users who have had questions. However, it was inferred from one of the discussions on Organisation One that a member of staff has started to respond on behalf of GOFÉ, but from their personal account. This was found to be of critical impact on the image of the organisation. This is due to the fact that it might signal that the organisation is not interested or capable of replying. Also, it is risky to decentralise the communication to personnel out of the SNS team.

With regard to aspects of commitment as indicators for a relationship, looking for content that shows the desire to build long term relationship and that GOFE cares about their users. The findings indicate that there was no sufficient data to confirm a general trend in the practices of commitment in GOFE SNS communication. This is due to a number of reasons. For example, Organisation Five had very weak responses to comments and questions by users yet at the same time has reflected a commitment to Youth users by the motivational text in the posts. For example, the use of words like ‘excited’ and posts with questions to engage the audience. Another instance was found in a text by Organisation Four which reflects their commitment to the Youth of Egypt in different places, not only Cairo. There was no posting for this organisation to drive commitment, but the text in their responses indicated so. As for Organisation Three, there was nothing to be coded in this aspect. So much spam and negative content was found on their page with no attention paid from admins. Most of their content was one way and not driving conversation. Yet, Organisation Three like many others have shared seasonal greetings which shows care towards Youth and their relationships.

Organisation Two has demonstrated a slight further achievement on this attribute. This was clear through the engaging tone of responses (Screenshot B.25 in Appendix B), the motivational quotes (Screenshot B.26 in Appendix B) and attractive graphics (Screenshot B.18 in Appendix B). With regards to greetings, Organisation Four has shown commitment through text relaying the working hours during Ramadan (a holy month with different local working hours). That indicates how keen they are to keep the interaction going with users. Generally, it is suggested that commitment was only found in the conversations between GOFE and users in the comments section. Accordingly, despite the best practices towards commitment found on the page of Organisation Two, the posts by GOFE on their pages did not include content that demonstrates commitment from the side of the organisation. These set of practices hence establish a rather powerless approach towards reflecting a commitment to users in the content initiated by GOFE on SNS.

Conclusively, the two models used to study the relationship indicators of GOFE SNS communication determine that GOFE are more interested in gaining an alternative mechanism of publicity than engaging with user participation. This is further reflected in limited control mutuality and commitment, where textual analysis revealed that even the stronger organisations on SNS have practised strategies that can be further maximised to gain relationships with their target audience. Another conclusion is that all textual content

demonstrating indicators of commitment, and control mutuality, revolved around only announcements and work programs. Rarely was the content of users with regards to dissatisfaction (for example, posts by users reflecting dissatisfaction regarding the closure of a certain project) taken as a potential to demonstrate commitment and control mutuality. This supports the notion that the content initiated by GOFÉ is mainly focused on announcements, and thus publicity, more than participation.

Facebook Theme Three: *Character*

The corporate characters demonstrated through the GOFÉ SNS Facebook pages generally reflected competence, enterprise and agreeable characters. Only in a small number of cases could evidence of ruthlessness be located and overall none of the organisations demonstrated a more positive chic corporate character.

The personality and its subsequent corporate character that GOFÉ chose to relay through their SNS communication are linked to trust. While some elements that compose the personality like the tone and visual presence have been discussed in the GOFÉ brand earlier in this chapter, the next sentences discuss the different approaches that were found to shape GOFÉ personalities online. Some organisations showed an explicitly clear corporate character. For example, Organisation Two was found to have an enterprise corporate character. An enterprise corporate character is distinguished by being innovative, cool, modern and exciting (Davies et al., 2004; Men & Tsai, 2015). Meanwhile, Organisation One displayed a competent corporate character, recognised in the Corporate Character Scale as being reliable, achievement-oriented and technical (Davies et al., 2004; Men & Tsai, 2015). Organisation One has a clear approach towards following a classical personality in presenting the Government, that is mirrored in formal and efficient communication. However, Organisations Three, Four and Five did not clearly demonstrate a clearly defined corporate character, instead they adopted a mixture of corporate character traits as reflected in their different content on their pages. These included a mixture of the traits of enterprise, agreeableness and competence corporate characters sets. Below, the different characters that were found through GOFÉ SNS communication in Organisations Three, Four and Five will be discussed.

Organisation One has reflected an explicit instance of the corporate character being competent in its communication. The competence was being clear from the efforts the organisation exerts in ensuring it represents a government entity well. Examples include classical brand visibility strategy through logo and brand name. Also, it cares to share

photos of Youth in events yet still ensures Government officials are well visible in the photo, perhaps to relay their interest in being present and participating. There is further clear evidence of content agility and response from GOFE. Thus, the page is considered active and demonstrates a hardworking organisation. Whilst Organisation One has reflected substantial evidence of having a competent corporate character, Organisation Four has only reflected slight efforts in trying to achieve a competent corporate character through its representation on SNS.

To further elaborate, Organisation Four leans towards the practices of Organisation One in trying to maintain the classical government formal personality. For example, similar to Organisation One it uses a formal tone of content that is mostly in Arabic. Also, it shares a lot of photos of Government officials. However, unlike Organisation One, Organisation Four does not maintain the most professional presence for government, and thus demonstrates limitations to being classified as having a competent corporate character. For example, there is clear evidence of weak brand visibility through the use of a confusing and long page name and a poorly designed logo that is not in its best size and resolution. Furthermore, there was no personalisation of content found for Organisation Four, which was found to be further evidence of limitations to demonstrating a competent corporate character. This was clear through the long messages and the static-automated responses to users' comments that reflect no personalisation of content.

Regarding the enterprise corporate character, Organisation Two was found to have the richest evidence amongst all organisations of demonstrating such a personality. Evidence includes using the English language in a large number of the posts which demonstrates attempts of reflecting being modern. Also, Organisation Two fully utilises the communication culture of SNS through use of mentions, hashtags and interactive flash graphics. These reflect the approach of the organisation in being cool and innovative. According to Warren and Campbell (2014), consumers deduce that a brand or a person is cool when they are behaving autonomously in an acceptable way, regardless of norms and expectations. Hence, the tone was friendly, cool and informal (when applicable or implying a friendly non-traditional approach from the organisation). For example, when a user added a comment in a funny friendly tone, the organisation replied with emoji and a similar level of cool tone. However, the organisations that were less obvious in their strategy being cool are those like Three. For instance, Three has reflected efforts to maintain a modern or cool image of government. This was through the use of graphics, logos and hashtags. Nevertheless, Organisation Three still focuses too much on

Government officials and pays no attention to negative speech on the page. Also, the tone is mostly formal and little attention is paid to comments or questions by users. This draws its efforts away from having an enterprise corporate character.

Organisation Five demonstrates aspects of the enterprise and competent corporate character sets. This is demonstrated most clearly in the content that they post. The content was generally found to be modern and innovative, yet sometimes formal and government like. It maintains modern visuals and social media communication elements like hashtags and still uses a formal tone when applicable. Also, it includes emoji which gives a sense of a young modern organisation. Another less obvious strategy of displaying an enterprise corporate character is clear in the content of Organisation Four. Whilst their logo is overly crowded, it is perhaps the only effort from the organisation to show being cool and modern. This is due to the fact that the logo colour use and style are not the commonly used formal choices by government organisations in logos such as those of Ministries in the Egyptian Government.

Furthermore, support to stakeholders was evident in some strategies of some GOFE, this displays efforts towards an agreeable corporate character. While not prominent in all organisations, this characteristic was seen through a number of particular strategies, specifically in organisation Two, Four and Five. To further illustrate, Organisation Two has a very high sense of community with users sometimes responding on behalf of the organisation. Furthermore, Organisation Four shows high warmth and support to Youth. This is demonstrated by sharing content about a political incident reflecting the characteristics of an agreeable corporate character. Similarly, Five shows a high level of commitment to its users through the motivational tone used in the content posted. At the other end of the scale, ruthlessness was demonstrated in the content of Organisation Three. This organisation has ignored much of the negative speech from users in comments and reviews and has reflected a non-caring status. Also, reviews became restricted at some point which shows their high sense of control and attempts to limit conversation.

From the above discussion, it can be perceived that no clear corporate character type can be generalised for all the GOFE Facebook pages observed. Yet it is clear that at least three traits are common across all communication. These are; competence, enterprise and agreeableness. Regardless of the extent of the performance of the Organisations in meeting these personality types, they seem to be the most visible. Even in cases of Organisations that were low on this dimension, there are potential strategies demonstrated

which indicate a direction towards the trait. Evidence of a ruthless corporate character is more limited, but some content across Organisations showed a degree of controlling and non-caring communication attitude. This content was mainly demonstrated through posts by the organisations that were one-way, and/or a lack of response to questions posed by users, and/or limited response to user-based negative speech on the pages. Most importantly, aspects of the chic corporate character, characterised through elegance and sophistication (Davies et al., 2004), was not explicitly clear in any of the content analysed. Yet, it can be thought of as some organisations are doing ‘trials’ of being elegant and sophisticated as indicated by Men and Tsai (2015).

It can be concluded that the different organisations demonstrate the adoption of the various characters range. Yet, it was expected to have found more effort from organisations into appealing as enterprise organisations with a modern and cool sense of presence. This is due to the fact that this is social media presence and organisations need to leave the classical approaches away from that platform. Furthermore, being agreeable and showing compassion is crucial for building trusting relationships, but this was not found to be a strong element within the observed content. Instead, there are some efforts that need to be further crystallised.

Facebook Theme Four: *Impression*

GOFE uses their response on technical issues as an approach for impression management. But what is being said by GOFE, is just as important as responding, in order to ensure the delivery of user satisfaction.

Efforts from the side of GOFE towards reputation and impression management through SNS are critical to building trust in relationships. This is in addition to efforts to provide communication and marketing strategies that increase user satisfaction through SNS. The textual analysis of these two elements reflects that users have a high ability to affect the reputation of the organisation. For example, through negative comments, or complaints, and questions. At the same time, textual analysis reflects the great possibilities available for GOFE to improve satisfaction through SNS. For example, their response to comments, complaints and questions. Through the analysis of content and conversation on the page, the next few paragraphs reflect evidence of the performance of GOFE SNS communication in the realm of these two dimensions. Similar to the previous sections of the analyses, this section further demonstrates that not all organisations follow the same strategy, or explicitly perform them.

- Using just technical issues to manage impression.

Firstly, reputation and impression management were mostly found through the response of GOFE to users concerns regarding technical issues on the pages. To explain, the organisations would share a link to an application, or some kind of participation, and then users would respond with concerns regarding broken links, or technical questions about the content. It is important to mention though that the exact conversation around such interactivity has differed from one organisation to the other. Thus, these differences have distinguished the extent to which each organisation has embraced on impression and reputation management in their strategy. Hence, every organisation added a special touch towards their response or missed out on a critical element. This is further reflected below.

Broken links or technical issues have allowed the exploration of GOFE efforts towards impression management. Evidence was found for almost all organisations to be keen to respond to the conversation on broken links, and to complaints, or concerns. Yet, differently. For instance, Organisation Five has reflected through their content that they are keen to show the issue has been resolved. Organisation Four has approached complaints in an open yet very formal government like tone. Organisation One has been highly interactive and prompt in their response to all complaints and concerns of users, sometimes even re-directing the user to physical contact points. Organisation Two has been to the point in their responses by being short in their content and specifically focused. Sometimes their response got very friendly and matched the tone of the users, departing from a usual formal tone of government-citizen communication.

The observed strategies towards impression management by GOFE on SNS rather reflect that there are potential strategies that were not capitalised on fully by GOFE. This includes following up on ideas that emerge online. For example, some users suggested ideas or projects that were not fully embraced across the multiple observed for pages. Listening to what the audience is saying is a very critical aspect of social media presence. Some organisations left negative content unaddressed, for example, user content found expressing dissatisfaction on the review section of Organisation Three regarding a project that the organisation has stopped. Additionally, while interactivity was clear through the text of GOFE, more effort on being open and interactive could help improve reputation and impression management on SNS. For instance, some organisations responded, talked back, and shared information. But limited evidence reflected that organisations were comfortable towards conversations with users or had the intention of being transparent,

specifically in critical areas such as users questioning the impact of GOFÉ. To demonstrate, negative conversation was found between two users that attacked the organisation and questioned their impact on the success of some of the projects that the organisation had shared on their wall. This conversation was left unattended by GOFÉ.

- The vitality of what is being said in the response.

Secondly, GOFÉ's communication to promote user satisfaction was clear through conversational content and complementary strategies. Whilst the idea of being reactive to users' comments is a solid indicator of an organisations' keenness to manage satisfaction, it is important to note that the analysed and observed text indicates that the essence of satisfaction is beyond just a response. Further to that, the data from Facebook shows that feedback is not enough and that what is being said and how it is being said is more critical. For example, responding to a question from a user by sharing a link that they should check is different than answering their specific questions right away without further required steps. The second scenario shows the user and others following the organisation that GOFÉ actually reads their question and answers to it, rather than sending a link that the user should follow to learn more (Screenshot B.27 in Appendix B). Thus, while leaving negative comments unapproached totally on the wall (Screenshot B.28 in Appendix B), signals a very careless attitude from the organisation towards managing its users' impression, just responding raises questions regarding the extent of the response. To further reflect, there were differences found between responding and resolving concerns on the Facebook wall versus directing the user to an offline contact point. Social media has been known for endless user satisfaction options, directing concerns offline could possibly reflect that the organisation is not fully using the SNS platform and could signal not being open to the public, which affects impression management, user satisfaction, and thus trust.

Additionally, personalisation of public conversation was contributing to satisfaction in the analysed text. For example, it was found that when organisations respond to comments by mentioning the user (@user) that asked the question or had the concern, this reflects efforts from the organisation to satisfy their users. In cases where the users mention some of the organisation representatives or staff in their comments (Screenshot B.29 in Appendix B), the organisation needed to pay close attention to what their response is. As clear from screenshot B.29, the organisation chose to respond on behalf of the staff member. By doing so, they have secured being professional and still embraced on

personalisation of the conversation by acknowledging the mention of the staff member and hence increasing user satisfaction. This shapes a critical element when it comes to SNS communication, where users go online to expect personalised conversation and responses to their concerns, comments and questions.

As a conclusion, amid the above-mentioned analysis of the efforts adopted by GOFÉ SNS communication to promote both impression management and user satisfaction, it is clear that the organisations need further contributions to both dimensions. Regarding, impression management, the efforts exerted are only found to be in the realm of resolving technical issues, but this evidence shows that GOFÉ misses out on optimising the SNS platforms for the benefit of promoting a better impression. For example, the ideas that emerge online from users are not retained, some negative content is left unapproached and organisations do not reflect being very open towards resolving conflict. As for user satisfaction, it was concluded that the exact content of the response from the side of GOFÉ is critical to ensure satisfaction. For example, resolving concerns on the spot versus requiring extra steps, public versus private action to resolve concerns, and personalised conversations when possible. Therefore, it is inferred that GOFÉ's communication strategies need to think beyond just a response. SNS provides a platform of high interactivity and a great number of conversation tools that provide the potential for attention to detailed aspects of the conversation. Thus, merely responding remains to be the very basic step that needs further nourished and developed

Facebook Theme Five: *Trust*

Evidence of user trust was found not to be profound. This is because GOFÉ has controlled page options which limits full engagement options, does not allow full capture of user attitude towards the text, does not reflect on the number of visitors and does not leave room for specific content.

- Despite restrictions, users' have reflected four engagement trends on the pages.

With an aim to find out how users demonstrate trust in GOFÉ as derived from the presence on the SNS pages of GOFÉ, analysis of user engagement on the page and what truly constitutes was found to be one of the most important aspects. It can be noted that engagement by users ranged from very basic reactive engagement, like that indicated by

liking the page in the first instance, to very creative, and proactive engagement like creating their own content. In between these two ranges lie a wide range of activities to be discussed below. Also, from the observed presence of GOFE accounts, it can be noted that there have been four main types of users' engagement on the various pages. First, is a proactive kind of engagement but with limited options, the second is a reactive kind of engagement, the third, is the controlled creation by users in their uploaded content and the fourth is the location of engagement or what is actually happening on the pages. These types of engagement are to be discussed with evidence in the next few paragraphs of this section.

Firstly, proactive engagement was indicated by users' behaviours on the page, but with limited options. Organisations like One, Two and Five have had users being proactive in their contribution and hence engagement. Indicators included engaging in conversations on the walls, likes of the posts by GOFE, and shares of the content initiated by the page. But this evidence of proactive engagement was only within the limits allowed to users by the page. For example, users on the page of Organisation Two did like, comment, and share posts. They even constructed conversations, asked questions, and even sometimes answered questions by others. But these engagements occurred within the comments section only. The reason for the location is that it is the only place allowed for users to post. Similarly, for Organisation Five, users constructed page ratings, took place in conversations on the walls, provided comments of page posts, liked the different posts, shared the photos the page shared, and created content on the review section and asked questions.

As for reactive engagement, some pages indicated a slightly less active engagement behaviour by users, hence the reactive or low engagement trend. Organisations like Three and Four, have reflected a lazy style of engagement by users. For example, for GOFE Three, the evidence lies in the realm of reactive engagement where the users are most likely to read, like or share. The number of likes and shares to posts by the page are not very high (sometimes just three) (Screenshot B.30 in Appendix B). Similarly, much of the user engagement on the page of organisation Four was just reactive. This included users liking posts, viewing videos, and pictures. Also, Organisation Four had evidence of users being moderate level contributors. This included their participation in some conversations, however, in the comments section only. The reason why the comments section was the only place where the conversation was found, is that there was no rating allowed by the page, and so users have no other options for engagement.

The highest forms of user creative engagement were found in the reviews section. In this Facebook page section, users surprisingly engaged in ways beyond the design of the section. For instance, while they should go to the scores, or organisational review section to place their own review of the organisation, and their experience with it, they instead went to ask questions, or suggest projects that they could not find elsewhere to discuss (see example three in Screenshot B.39 in Appendix B). So, while the comments section provided conversation room for topics related to the post by the organisation, the users choose to use the review section for UGC beyond the topics posted by GOFÉ. Thus, pages that allowed the page review feature also provided room for users to create content beyond the context of the page posts. This is specifically true due to the fact that none of the GOFÉ Facebook pages allowed for visitors posts on the page by users.

Regarding the location of engagement, as seen from the above discussion, engagement is happening, but in a limited degree. This is mainly due to the page settings and rules. It was noted that all organisations do not have evidence of users uploading their own photos or videos. The engagement was mainly enabled to occur on the posts shared by the page. Options like viewing, liking, sharing or commenting were the main indicators of engagement on the GOFÉ pages. Furthermore, the rating section has witnessed some kind of freedom for users to write when enabled by pages. Thus, when it comes to creation or proactive engagement users demonstrated these behaviours within limits. These limits are due to page rules and settings not allowing users to fully engage.

To conclude, there are indicators of users being proactive and reactive in their engagement behaviours on the various pages of GOFÉ on Facebook. It can be generalised that the page settings and rules elicited by GOFÉ have limited the number of behavioural options for users to engage. Thus, while this dimension looks for evidence of engagement from users' perspective as an outcome of trust efforts by GOFÉ in their communication, it can be stated that engagement is not entirely up to the users. Consequently, users have indicated engagement on the page through various behaviours which means that there is evidence of trusting behaviours from their side. However, the control of engagement options by page fans set by GOFÉ pages has limited the full potential of clear evidence of trust from engagement behaviour indicators.

- Popular pages, but what about visitors?!

Following engagement, network size was also used to look for evidence on the various observed for pages that users trust the organisations. Network size was initially used to

filter the organisation in the process of piloting and preparing for data collection. Specifically, the researcher ranked the organisations in terms of their number of fans. During the process of data collection, the network size was collected from the data on the page through screenshots and observation notes. Network size was specifically measured in terms of total page likes, the number of page followers and the total visits on the page. Not all pages allowed the public to view this data. For example, only Organisation One has allowed the public to view its total number of likes, visits and followers. The remaining organisations only allow access to the total likes and total followers.

From the number of likes, the most popular pages are Organisations Three, Two and Four, respectively. These three seem to have an equivalent fan base and thus network size. Furthermore, the page follows or the number of people who like the page and choose to get updates on their timeline follows the same pattern of ranking. Finally, only one of the GOFE pages sampled chooses to reflect the number of visitors the page has (Screenshot B.31 in Appendix B). In doing so, Organisation One has reflected that the number of page likes might indicate a far greater number than the number of actual visits. Consequently, the difference between the number of page likes and visitors is expected to be the same across the other organisations, hence further investigation is needed. Consequently, the data from Organisation One has challenged the thought of the use of likes to investigate trust in the context of GOFE SNS use as Organisation One was the only one that allowed the observation of the gap between the number of likes, followers and visitors. Yet, Organisations Two, Three, Four and Five chose not to show this data to the public, which has implications on control and not being open to the public.

- Four trends to express a favourable image of the Government

Looking for online behaviours on the page by the users that reflect a favourable image of GOFE, four different observational aspects have emerged. These aspects reflect users' attitudes to the text and are page rating, content sharing, likes, and user-generated text. These are discussed further in the next few paragraphs. As with the aforementioned analysis discussed above, not all pages perform equally the same on each dimension. Specifically, in the dimensions related to the favourable image, it was found that all aspects were common between pages, but the intensity of their presence differed.

First, page rating. This Facebook page feature allows the users to express their extent of satisfaction with the organisation. Rating is a feature very common on SNS and the various social media content available. Regarding the five observed GOFE pages on

Facebook, rating was allowed as a feature, except for two organisations who choose not to allow their fans, or users to go online, and rate their experience, or opinion of the page and the relevant organisation. Facebook allows a rating from one-five stars, and all GOFE ratings were found to be three stars or above (Screenshot B.32 in Appendix B). Accordingly, it is manifest that from the first impression gathered upon visiting these pages there is general satisfaction with the pages or organisations. Therefore, a favourable image of GOFE is clear despite some of the low numbers of reviews as shown from screenshot B.32.

Secondly, sharing content was another behaviour that demonstrates a favourable image of GOFE. Sharing content as a behaviour was demonstrated through a variety of approaches. The first approach includes just clicking the share button. Some pages have a very high number of shares (Screenshot B.33 in Appendix B) while others demonstrate a weaker number. The second approach of sharing includes, commenting on the text by mentioning (using the @) a specific network friend. Thus, the user is sharing with this particular friend or contact. The third approach includes a combination of the second and positive text along with the friend mention (Screenshot B.34 in Appendix B). Consequently, there was found to be a sharing tendency across the five pages, though different in intensity this still stimulates a favourable image of the organisation.

Thirdly, demonstrating a favourable image through liking a post on the page. This feature resembled by clicking on a small image of a thumbs up on the post shows how users are developing a positive attitude towards the text. In other words, it simply shows they like it as the name of the feature implies. The updated features of Facebook now even allow users to heart or smiley a post on Facebook pages as a way to further express their emotions towards a post. These options thus fall in the same category of the idea of liking. Through observed for pages there was evidence of a number of users who choose to demonstrate favourable attitude towards GOFE text through hearting it or smiling it as shown in the screenshot (Screenshot B.35 in Appendix B). Further to this, the number of likes, hearts and or smileys was different among pages as reflected above (Screenshots B.30 and B.33 confirm this).

Fourth, users have provided a number of ways through which they reflect a positive attitude towards the text. One way was the text included in the ratings. While some users just perform the rating and select the relevant star to their experience, some choose to share a statement (Screenshot B.36 in Appendix B). Others place a five-star rating and

mention a negative statement of the organisation (Screenshot B.37 in Appendix B). Another way is in the comment section. As mentioned in the observation on the page likes in the paragraph above, some users mention other users with an endorsing statement. But also, some users use the comment section to indicate they are interested to follow the conversation on this post. This behaviour is shown by simply placing letters that allow users to keep receiving notifications when another user responds, or comments to these particular posts. In other words, the users are choosing to follow the post, thus indicating they have a favourable image of the GOFE content. For example, the use of letter 'F' in English indicating following or follower and "م" or متابعة, which translates to the same thing in Arabic (Screenshot B.38 in Appendix B).

Accordingly, the above paragraphs have discussed the four main behaviours that reflect users' attitude towards the text and the page and so towards a favourable image of GOFE. It is important to discuss that ratings and text are very critical in determining a favourable image of GOFE. One of the above examples has reflected that a Five-star rating (highest rating) could be accompanied by negative text. This was found to have a potential negative impact on GOFE, especially if left not responded to. Another item to note here is that these pages did not allow for posts by users. This feature was anticipated to be one of the determinants of a favourable image of GOFE as users would share content or photos that reflect so. Therefore, even though the four aspects discussed above reflect some of the determinants of the favourable image towards GOFE, it is important to note that users were not left with all possible options. This remark was noticed in a number of dimensions as well, where users have to use the rating sections to express all ideas and thoughts since there is nowhere else as an option. As a consequence, it is believed that text associated with a post or a rating (review) is considered to be associated with this particular post, and this specific organisation and not much freedom is left beyond so. Further to this, some evidence has reflected that some of the behaviours could determine a favourable image and unfavourable image at the same time.

- User-generated content not necessarily related to overall Government

Through the online observation, there has been a range of pieces of evidence regarding specific message content resembled in the text that reflects positivity or negativity towards GOFE on SNS. It is manifest that there is variation in how specific content occurred across the five observed accounts. The specific content was always found in either the reviews section or as comments on the text, regardless of how relevant. For

example, specific message content could be found on a comment that is totally irrelevant to post. Also, the review section has witnessed specific content that is not a review, but rather a question. What was actually being said has varied from one page to the other as follows.

Screenshot B.39 in Appendix B shows a number of examples of specific content. One organisation has had very specific content about the relationship between the GOFÉ effort and country, signalling a positive long-term impression. This was found in the comments. Meanwhile, their review section has witnessed both positive and negative speech about users experience with the organisations. Organisation Two has witnessed some very intimate conversation between users and GOFÉ. The speech tended to be cool and modern with a lot of response from GOFÉ. Organisation Three, has only had this specific content in the reviews section which was both positive and negative. Similarly, Organisation Four had both positive and negative content, but with limited occurrence, and only in comments since reviews were not allowed. Finally, Organisation Five had both positive and negative in reviews and comments in the topics mainly revolving around experiences with a program or a course offered by this GOFÉ.

To summarise, there was clearly some specific content found. The expectation was to find more country related or trust-related content. Yet, what was found was mainly either comments, complaints, or endorsements. One common observation is that organisations are not really responding to this content. Aside from some of the instances of Organisation Two engaging with users, most organisations left this content without response or praising the users. Furthermore, it was clear that most of this content was taking place in the wrong or irrelevant location on the page. This might have discouraged much of the user-specific content. Accordingly, it is believed that there is overall weak evidence of the role of specific content in understanding users trust to GOFÉ through SNS. Despite the fact that the small amount of evidence found has helped understand how users feel towards the organisations, this dimension does not fully support the investigated notion.

5.2 Summary.

The theme Representation has emerged from examining what makes up the current GOFÉ representation on SNS. The purpose was to create an understanding of what is vital in creating such presence at its current status. Through this theme, findings regarding what was found to compose the brand were established. Also, in the first theme findings provide the direction the organisations choose to follow in embracing conversations in

their strategy. Consequently, the researcher was able to deduce that the presence has not reached its maximum and that it is still in development. Further to this, the second theme on Relationships has revealed the fact that it is possible that GOFE are trapped in a strategy tied to one-way communication, still. This is clear from being interested more in publicity. Also, findings show that GOFE need to join in more of the conversations started within their pages. For example, some content was initiated by users and was left not responded too. Further on, the theme reflects findings on specific elements that explain the Public Relation strategy. These include items such as the tone, content and approaches towards embracing commitment and control mutuality.

The third theme on Character reveals that the corporate characters found in GOFE SNS presence are not crystallised enough. Details were provided regarding how the organisations adopted various corporate character traits. But, evidence of the enterprise corporate character was expected to be more profound. In addition, the fourth theme on Trust critically shows how findings reflect that the content of the response of GOFE was as important as the response in embracing impression management and a satisfied user. In doing so the findings also show that GOFE possibly relies on their response towards technical issues as the main strategy to foster a positive impression and interaction. Nonetheless, the findings show that GOFE can broaden their practice further to include more than just responding to technical queries. The last theme from the Facebook data reveals the fact that engagement is not only in the hands of the users. In fact, the GOFE organisations limit the potentials of full engagement through some page settings. These settings include restrictions or limitations to page ratings, posts by users and reflections on the number of visitors. Also, after examining for specific content it was noted that the amount of content that could be used to indicate trust or positive associations was relatively limited. In addition, users faced issues as they were using the page ratings or a five-star rating to ask or say negative content in relation to the page. To conclude, a list of all themes is gathered in Table 7.1 of Chapter Seven. The next chapter discusses the findings of the interviews with both Youth and GOFE.

Chapter 6 Analysis of Interviews

The purpose of this chapter is to discuss the findings and analysis of the interviews conducted in this investigation. Two sets of interviews were conducted as discussed in Chapter Three. Firstly, three interviews were conducted with representatives of the social media team in GOFE's of interest. Secondly, 17 interviews were conducted with Youth who are users/fans of GOFE Facebook pages studied in this thesis. Section 4.2.3 of Chapter Four discusses the detailed procedure of both sets of interviews, followed by an introduction to and analysis of the qualitative coding techniques employed in the analysis. This chapter focuses on the findings or the outcomes of the interviews conducted through a discussion of the extracted themes. For smooth reading, the author always starts with elements regarding the GOFE interviews and then Youth throughout the chapter.

6.1 Outcomes of the Interviews with GOFE Representatives

This section discusses the themes discovered from the collected data. Patterns of ideas were pinpointed from the GOFE interview data forming three main themes. The first theme addresses how relationship development and trust is affected by various elements of the organisations' communication strategies. The second, discusses the GOFE model of SNS communication in terms of maturity. These themes are discussed next. The two main themes are also supported by sub-elements that provide further details to the ideas formulated from the main theme. First, the main theme is discussed including a number of sub-components of the theme. These sub-components give further support and details for the main occurring theme. For purpose of clarity discussion is supported by quotes from the interviews.

GOFE Theme One: *Rationale*

GOFE acknowledge the importance of being on the platform to communicate, however they are not on SNS to promote relationship development and trust. Evidence proves that they are being on SNS to not lose the reader, they are present to promote their services and programs.

The importance of being on SNS to communicate was established in the responses of the interviewees.

“For me on a personal and professional level the role of social media in building relationships in our society is inevitable and cannot be denied” (GOFE One)

“Well of course this role increases to be a main part of the marketing plan. There must be SNS. It is part of branding and awareness. That’s so true for private sector. Also, the Government their use is increasing, if you notice the Government is always recognising how important it is since it’s easier to communicate on it than on TV for example” (GOFE Two)

“It has an important role, all what face to face interaction used to do now is being done by SNS. Most of the time people connect with each other over cyber space and computer mediated communication, it is bit by bit taking over the role of face to face communication.” (GOFE Three)

Specifically, Facebook was substantially the primary tool for SNS communication by GOFE as supported through the three sessions of interviews. Even though YouTube and Twitter were found to be founded in the responses as well as secondary or complimentary platforms. Only GOFE Three has highlighted the role of Snapchat regionally.

“Facebook is the main portal for people’s interaction with the Government. It serves as an informative place or a start point if you want to go further in details you move that to YouTube. Then comes Twitter in terms of information sharing.” (GOFE One)

“Facebook because it has the majority of our fans. But Twitter before was also very common for us to tweet to international target audience. But now we believe Twitter is becoming very much like Facebook. But Facebook is always number one.” (GOFE Two)

“The region we operate in as in Egypt mainly Facebook is the most popular. In the gulf area for example Twitter is more popular or even Snapchat. It depends really on the country” (GOFE Three)

Still, other SNS options were found to be complementary to GOFE presence on Facebook. These choices included Twitter, LinkedIn, YouTube and Instagram.

“We use Facebook, Twitter, LinkedIn, YouTube and somehow Instagram.” (GOFE One)

“Facebook, Twitter, LinkedIn, google plus and recently Instagram and YouTube”
(GOFE Two)

“The popular channels like Facebook, Twitter Instagram and YouTube” (GOFE Three)

This synthesised, when asked about the goals that GOFE aim to achieve from being on SNS as a communication platform, responses were in the realm of basically promoting organisational services. Through the interviews as shown below it was confirmed that GOFE are online to promote their programs and provide customer service to support these. No evidence was found on being online for relationship development and/or trust.

“The overall visions of my Government for SNS is looked upon as um um feeding into the um delivery of the service not in raising the awareness. What I mean is for example, I, I tell them that through social media we communicate that we offer one, two and three.” [sic] (GOFE One)

“We are there mainly to support our customer mainly and listen and also, we want to reach people who don’t know about us and about our work.” (GOFE Two)

“Well what we want is to raise awareness of our presence and the different programs that we offer to serve the public” (GOFE Three)

Furthermore, one respondent has discussed that they found a strategy that focused only on promoting their service to not be the ultimate scenario. Rather, it was argued that there is more to be done. Specifically, the same respondent has contributed that these strategies are weak because they are what the team know they can do; hence they do not reach the full potential for the platform.

“Yes, it’s very basic we need to do more” (GOFE One)

“They um, don’t go out of comfort zone. so, it’s not really strategy, it’s what he understood that is what he will do!” (GOFE One)

As mentioned earlier, relationship development and trust were not found as a clear goal for GOFE in their SNS communication. Nonetheless, when asked directly, the awareness of the link between SNS communication and relationship development and trust was found at an organisational level as noted by two of the GOFE respondents as shown below.

“Yes, it will but is going to take time because we are not mature in the social media area. We will only be able to build that when organisation are mature in social media. Social media sector in Egypt is not yet mature” (GOFE One)

“We are always trying to reach out to new clients, this is very important to us from social media presence. We share success stories to gain attention. We are also trying to achieve trust like I told you earlier” (GOFE Two)

To support the link, the tone of conversation was cautiously mentioned by one of the interviewees to have an effect on SNS communication in achieving trust.

“Hmm, well of course it depends on um what we call tone of voice. We are trying to be Youthful and cool. We don’t want to sound so official. This is one of our main tools to get closer in relationship with Youth. But honestly it is two faces of the same coin. What happens a lot is that some people have problems and complaints, if we can’t handle this very carefully online, a big problem in terms of our reputation and presence happens” (GOFE Two)

From the organisation to the overall Government, the influence of organisation relationship development and trust was found to diffuse to the Government level as confirmed by two of the respondents. The first respondents below confirmed that Youth are the powerful catalyst to the equation. The second supported this by discussing the power of the image they put online through content and interaction.

“Yes, there is a positive potential. And believe me hmm I think Youth can put so much to the online conversation to help increase the trust in the Government, Youth have so much so much! But give them the right channel” (GOFE One)

“Yes, and this already happened. We get feedback too much that some of our activities and interaction on the SNS are too good that the target doesn’t believe we are Governmental.” (GOFE Two)

A different view was found in the response of GOFE Three. As shown below it was clearly argued that SNS allows users to identify the difference between dealing with a single or particular Government entity and dealing with the whole Government. Hence, the power would not diffuse. However, a contradiction was found to the view in a response from GOFE Two on the role of the process in achieving overall trust in Government.

“Trust with us only not the whole Government.” (GOFE Three)

“There is a relationship. But um, let us agree that Government is more than one entity. So, while some are doing so good others are doing so bad.” (GOFE Two)

GOFE Theme Two: *Maturity*

A mature SNS model is essential to develop trust through SNS communication. Barriers to maturity were found to include lack of centralisation, lack of successful examples, stereotyping, bureaucracy, freedom of content and audience literacy skills.

In an investigation of how GOFE uses SNS for its communication, evidence indicates two different ideas. Two of the interviews have drawn on the concept of the importance and that it is growing as shown below in the quotes of GOFE Two and GOFE Three. Specifically, GOFE Two has supported the belief by explaining an internal scenario in their organisation. Yet, GOFE One discussed that maturity has not yet been reached. Particularly, when asked about the role of SNS for developing relationships and for organisational communication, GOFE One has allowed the discovery of the idea that the use of Government for SNS as a means of communication with its target audience has not reached its full potential as shown below.

“Also, in the Government the use is increasing, if you notice the Government is always recognising how important it is since it’s easier to communicate on it than on TV for example” (GOFE Two)

“Well, all of the organisation behaviour now is in the cyber space. For us, in the organisation, we have a SNS group where we internally communicate together and where we get all the top-level decisions communicated. (GOFE Three)

“Social media sector in Egypt is not yet mature, especially the Government sector is not yet mature” (GOFE One)

GOFE One highlighted that the relationship between SNS communication and trust is possible. Yet, this will not be achieved at the current level of operation. To further elaborate, not being able to achieve trust through SNS was clearly attributed to the fact that these organisations’ social media strategies do not fully optimise their presence on

social networking sites for such purpose as shown below. Hence, maturity was found to impact trust. This could also be linked to the earlier argument in the theme on Rationale that discussed how they do not perform strategies out of their comfort zone.

“Yes, it will but it is going to take time because um we are not mature in the social media area. We will only be able to build that when organisation are mature in social media” (GOFE One)

The remaining parts of the interviews allowed the retrieval of a number of facts that challenges the organisations in performing their online presence on SNS. From these discussions, six different elements have emerged that reflect what could be a barrier for these organisations to fully optimise their presence. These will be explained next and are summarised in Table 6.1 below.

Table 6.1 Narratives on the Factors that Challenge GOFE in SNS Maturity

Factor	Support quote
Central coordination with Government entities	<i>“Zero coordination between Government and us, nope nothing” (GOFE One)</i> <i>“On the level of the ministry yes sometimes” (GOFE Two)</i>
Lack of a successful model of Government presence on SNS to be generalised.	<i>“But if we generalise the good examples and coordination among these and harmony [sic] we definitely can succeed as a Government on SNS and lead to more trust” (GOFE Two)</i>
Government entities being perceived as bureaucratic, aka stereotyping.	<i>“oh unfortunately, hmm no matter what we won’t be able. There is barrier between Government and Youth called bureaucracy barrier. That’s Youth perception and we are trying to change that” (GOFE One)</i> <i>“Because we always face a problem. They find us as a Government organisation and when they find so they lose trust.” (GOFE Two)</i>

Partial freedom in content creation	<p><i>“R: Well, being Governmental we have red lines, or rules we know we cannot break.</i></p> <p><i>I: Like?</i></p> <p><i>R: For example, politics, or any public opinion issues not yet settled” (GOFE Three)</i></p>
Imperfect social media staff standards	<p><i>“calibres who are working on social media are Government recruited material and they are very new to the social media” (GOFE One)</i></p>
Limited digital skills and knowledge of audience	<p><i>“Many people are on social media but are illiterate they don’t read, and they don’t write” (GOFE One)</i></p>

- Central coordination with Government entities

Since these organisations operate in the realm of the public sector, central coordination with Government entities was an interest to be explored. Central coordination in this study is referred to the extent to which these organisations could potentially coordinate their communication effort or are receiving guidelines from a central Government unit. The discussion of GOFE coordination with central Government has also revealed support that, generally, lack of central coordination could challenge their SNS presence. First, the respondents have not confirmed that a coordination unit is present as seen in the response of GOFE One. Slight evidence of coordination was present in the response of GOFE Two, but in the form of campaigns or alignment of communication in specific contexts. Furthermore, the third respondent (GOFE Three) has reflected that there are rules of what content or topics are there to be discussed, but still confirms no presence of central Government units.

“Zero coordination between Government and us, nope nothing.” (GOFE One)

“On the level of the ministry yes sometimes. Sometimes we coordinate the message and appeal in certain campaigns. (GOFE Two)

“Well being Governmental we have red lines, or rules we know we cannot break.

I: Like?

R: For example, politics, or any public opinion issues not yet settled. I: so, these are written rules? R: no these are the norms and we don't want headache we don't want to upset anyone form the bigger heads” (GOFE Three)

Moreover, GOFE One have indicated that the platform is not fully optimised by the Egyptian Government generally. It can also be inferred from the participants that a consequence of not having a central Government unit for SNS communication coordination has impacted maturity. This included protection of both organisations and users. Not having laws to protect any of the two has led to hindering the progress of some of the Government entities online and hence GOFE. Specifically, the organisations might be scared to lose control online without any understanding of how they will be protected.

“Egypt Government needs to strengthen its presence on social media. Just you know like the Government stamp on paper” (GOFE One)

“In Egypt, another catastrophe is that there are no online laws and regulations, this is a very big issue. no protection to the organisation or users or even governance” (GOFE One)

- Lack of a successful model of Government presence on SNS to be generalised.

Two of the interviewed GOFE believed that generally successful models of Government presence on SNS could lead to a positive impression by audience. However, they have also contributed that this is not happening due to the maturity of overall Egyptian Government presence on SNS. Indeed, it was found to be a barrier to that as shown below.

“Ok start with social media maturity in Government as an example or model for others to follow in the Government sector” [sic] (GOFE One)

“There is a relationship. But um, let us agree that Government is more than one entity. So, while some are doing so good others are doing so bad” (GOFE Two)

“But if we generalise the good examples and coordination among these and harmony we definitely can succeed as a Government on SNS and lead to more trust” (GOFE Two)

The third GOFE respondent mentioned that social media culture, on the contrary, has allowed people to not generalise their perceptions. So, they believed that instead, when users are exposed to a good Government model of SNS communication they will be aware that this is only that particular organisation and it will not impact their overall impression on Government. Hence social media has created a separate brand for each of the Government organisations. Interestingly, the interview, later on revealed that this respondent might have thought so because their own model of GOFE SNS use is not fully mature yet. Hence a relationship was confirmed between a good model of SNS presence and their role in being a model of generalisation, regardless of whether this occurs or not.

“Before yes, but now people understand that not because this is a good entity the rest will be the same. I: So even if your successful model of communication is generalised? R: yes only “IF”, But still if your organisation succeeds to not have bureaucracy, ten others won’t!” (GOFE Three)

- Government entities being perceived as bureaucratic, aka stereotyping.

Bureaucracy was identified as a factor contributing to weaker relationships between Youth and Government. GOFE One recognises that GOFE are using their SNS model to overcome this bureaucratic perception and to ensure a better bond between Government and Youth. GOFE Two, highlights that bureaucracy not only challenges their own organisation but the overall Government presence on SNS, which consequently, affects them.

“Oh unfortunately, hmm no matter what we won’t be able. There is barrier [sic] between Government and Youth called bureaucracy barrier. That’s Youth perception and we are trying to change that” (GOFE One)

“But still if your organisation succeeds to not have bureaucracy, ten others won’t!” (GOFE Three)

An additional circumstance that challenges image and perception towards Government online was found to be the stereotyping of Government by Youth on SNS. This limits GOFE accounts from reaching intended outcomes from their presence, as they are bound to the image already existing in the mind of the audience. This results in a reduced achievement of trust as it affects the image.

“Because we always face a problem. They find us as a Government organisation and when they find so they lose trust.” (GOFE Two)

“The people fear that we are Government. But people are always scared that it’s never for free with Government. But we really are for free. Ha-h” (GOFE Two)

- Partial freedom in content creation

GOFE might not have total freedom over creating content on SNS. For instance, one respondent has indicated that while they have no coordination with central Governmental units, they still had to be very cautious of what to share on their pages due to their position as Government entities. Thus, there are some unspoken rules on what they can share on their accounts, these were described as being restrictions as expressed by GOFE Three.

“R: Well, being Governmental we have red lines, or rules we know we cannot break.

I: Like?

R: For example, politics, or any public opinion issues not yet settled” (GOFE Three)

- Imperfect social media staff standards

The staff working on social media can become a barrier. Evidence from GOFE Three found that there are a range of staff members with relevant backgrounds to the context of their positions for social media. But further evidence from GOFE One noted that some of the selected staff might be not have fully developed knowledge of the platform and have enough experience of the practice. Also, even though it was found that they report to marketing heads (indicating that social media is a function of marketing) not all of them specialise in marketing as supported by GOFE Two. This suggests a lack of universal approach towards the team handling social media among GOFE. This can become a barrier to maturity. It also supports that the Government are not centrally coordinating the presence on SNS.

“That varies. Our team is diversified in marketing. We have graphics, marketing, others for global outreach. Those travel. We also have some for activation. Each one of us has a role. So, our backgrounds and competencies are different.” (GOFE Three)

“calibres who are working on social media are Government recruited material and they are very new to the[sic] social media” (GOFE One)

“No not necessarily marketing” (GOFE Two)

- Limited digital skills and knowledge of audience

The digital skills or illiteracy of the audience on *social media* has been attributed to one of the factors that can become a barrier to full optimisation of the platform by GOFE. To further elaborate, the exerted effort and strategy by GOFE to reach their stakeholders might be challenged by the skills of the stakeholders.

“But the problem is... no one knows. One knows millions don't. You know there is so much social media illiteracy in Egypt.” (GOFE One)

“Many people are on social media but are illiterate they don't read, and they don't write” (GOFE One)

GOFE Theme Three: *Strategy*

Particular strategy elements were found to be vital for building a GOFE presence on SNS. These are the brand, interaction, target audience and topic.

Through the discussions with GOFE representative, a number of strategy elements have emerged. These different elements were found to be vital for the organisations' presence and representation on SNS. These different elements like the way the organisation interact, the representation of their brand, who they target through SNS, the tone they send their message with and the topics discussed were found to have an impact on relationship development and trust. These are discussed next.

- SNS presence enriches the GOFÉ brand.

Participants have highlighted how their organisations' presence on SNS helps develop a stronger GOFÉ brand. Three different aspects of the GOFÉ brand on SNS were found influential. As a start, the three interviewees have implied the importance of social media on a personal and professional level. Yet one of the interviewees have gone further by discussing that their own personal brand on SNS can influence the image of the organisation he works for. Furthermore, he mentioned that his personal brand on SNS can help his organisation in relationship development and trust.

“For me I now work on two things I work on my own personal branding on social media serving myself and also, I do the same for the place I work for. Sometimes branding for myself even serves for the benefit of the place I am working for.” (GOFÉ One)

Through the interviews the interviewees have discussed their organisations perspective on the GOFÉ brand. For example, one participant has highlighted that in their organisation they attempt to promote a brand personality that dictates their support to the users and those interested in their areas of specialty. This interviewee has additionally implied that this could impact relationship development and trust by mentioning referral between users. Furthermore, the use of the words ‘simple not complicated’ as shown in the quote below indicates that they attempt to brand themselves in a simple non-traditional Government-typical image.

“We are trying to hmm strongly relay the idea that we are supporters to the public in terms of every aspect that can help and develop the publics output in the area of our scope of our activity. This is what we want our audience to know. We want them to know that we can help you. We want them to know that we are there to um, help. For example: if someone is interested in our areas, we want others to say they go to this organisation they will help you. We want to brand the concept of Government Help in a simple way not a complicated way. once you called us you will find us. And by the way this is our overall business strategy” (GOFÉ One)

Another interview has highlighted the impact of SNS on GOFÉ brand via the image of GOFÉ being promoted through page likes on Facebook. To further explain, it was highlighted in their discussion that their online presence on SNS helps GOFÉ to try being

different from the traditional perception, or images drawn of the Government entities. In fact, the interview has shared a scenario that confirms that their organisation succeeds to draw a different image of Government entities through its SNS communication.

“We once had a business lead from abroad and the representative reached us mainly form SNS and until he came here, he didn’t believe that we are Governmental. He said “oh! You are so professional for the usual Egyptian public sector” (GOFE Two)

The third interview has also confirmed that SNS communication helps build a novel approach to the brand. The interview has mentioned that SNS has helped in making the audience view each Government entity as a single brand and thus helping users to differentiate who they are dealing with. Whilst, this was discussed in an earlier theme to have an impact on generalising Government presence, it confirms the power of SNS on the GOFE brand.

“Ok so in the past people use to link the image of the Government to one entity only. But now no. People are more aware and understand that different entities represent the Government.” (GOFE Three)

- Interaction: two faces of the same coin.

SNS platforms are famous for their interaction features. Findings show the different views that were found on the role of interaction by GOFE on SNS with its’ target audience. It was found to affect impression management, impact potential of relationship development and trust. But still, interaction is controlled/limited by these organisations to provide a more productive platform from their point of view. To further explain, two of the respondents have highlighted how interactivity has a role on impression management and changing the usual perception of Youth towards the Government. Hence, such interaction challenges the traditional thoughts towards Governmental image in communication. They confirmed that limiting interaction is wrong, even negative messages placed by audience on their wall must be responded to in order to change the perception towards these organisations.

“Except the very offensive bad language but generally we leave and reply to them and we take the conversation even offline. All on the wall not in the message. It happened for example with one [sic] who applied to a program and didn’t get response, so we gave him the number he called us, and we tool it

offline. We handle it all and he was happy and thanked us and it's a good thing on our wall. Ha? And this becomes a good example for others on the wall" (GOFE One)

"Yes, and this already happened. We get feedback too much that some of our activities and interaction on the SNS are too good that the target doesn't believe we are Governmental." (GOFE Two)

"Hmm it very frustrating for users that we close this. there must be two way and social media is all about that, in fact sometimes the comments are very useful. One of the main things is when we launch a new activity, we take peoples feedback from the page to improve[sic]. This really affects our relationship with this target" (GOFE Two)

Furthermore, the respondent from GOFE Two has added that the interaction between the organisation and its audience was found as influential to relationship development and trust adding that it is critical and could affect the organisation's image as shown in the second quote below.

"R: Because we always face a problem. They find us as a Government organisation and when they find so they lose trust.

I: Can you tell me more?

R: Yes, we try to solve that by a simple thing. The one to one interaction on[sis]. People ask questions so when they found prompt answers, and someone interested in their topics then they change their perception ok this is different than the usual Government style." (GOFE Two)

" But honestly its two faces of the same coin. What happens a lot is that some people have problems and complaints, if we can't handle this very carefully online, a big problem in terms of our reputation and presence happens" (GOFE Two)

The third interviewee mentioned that removing negative content from audience response can be a mechanism to ensure that content found on the page only focuses on the scope of the organisation and not wasting time of users who are genuinely interested. Thus, a

confirmation that the controlled interaction on the platform provides a spam-free platform for conversations.

“R: (head nod) No, it’s a filtering process. I don’t think it will impact trust. Especially for those who are genuinely interested. If they want to ask about some specific questions they don’t want to go and find spam and unnecessary content. We use this to make sure we only talk to those who are interested to talk, not those who are there to waste time” (GOFE Three)

- A customer focused presence on SNS with a profound message on entrepreneurship.

Interviews provide insights into the fact that GOFE presence on SNS goes beyond response and complaint handling. In fact, it provides evidence into the fact that GOFE SNS representation adopt a focus on customer and topic. First, the discussions show that GOFE are on Facebook with a customer focus. They use SNS to engage with Youth and relay their message. Through the interviews there was a confirmation that there was a general direction of customer focus and that Youth are the primary target audience through GOFEs’ SNS communication.

“Youth, the most powerful public opinion crowds in Egypt are those below 40 years old.” (GOFE One)

“Listen, of course the Youth. The Youth are the most[sic]. The mass of the Egyptian population depending on the target is usually Youth all the way from 13 to 40’s maximum.” (GOFE Two)

In addition to confirmation that Youth are the main target audience, two interviewees have highlighted that it can extend beyond Youth. Hence more than one target was aimed at through their SNS communication. That was confirmed in their responses.

“I: You also mentioned you have an international target?”

R: Yes, mainly multinationals

I: For sponsorship?”

R: No to attract foreign investment promotion. We create a brand awareness of Egypt being ready for investors” (GOFE Two)

“It is like marketing and sales activity. Each has a target segment” (GOFE Three)

The interviews reflected on the fact that GOFE SNS presence is beyond interaction in the realm of complaints. It was also argued that they are not present only to promote their services, but also, to use their SNS presence to engage Youth in a range of activities related to entrepreneurship and so their business purpose. Finally, all three interviews highlight the strength of the topic of entrepreneurship in their communication with Youth on SNS. Thus, the topic was found to be of long-term impact on to the target audience.

“Vital and of growing interest. Not only to Youth but the whole economy.” (GOFE Three)

“They become content to find something of their interest discussed by the Government for sure.” (GOFE Three)

“We want to help the target this is very useful for our Egypt” (GOFE Two)

“Hmmm, Youth in Egypt have so many ideas added the area of entrepreneurship is really booming now. We think that social media is the arms that helps Youth to brand themselves to create start-ups in Egypt. it’s a necessity for anyone who wants to work. So, we want to help that. We brand their concepts and we want them to know we are there to help that yes of course it’s very positive” (GOFE One)

6.2 Outcomes of the Interviews with Youth.

Youth Theme One: *Motivations*

Knowing what the Government is up to among other reasons was found to be drivers for Youth to follow the pages. Also, the topic, entrepreneurship, was agreed on to be a fundamental attraction for users and was found to be important to Egypt. Meanwhile, diverse opinions were found on areas of development for the pages and the role of SNS in drawing perception of GOFE and overall Government was found to be controversial.

Knowing what the Government is up to when it comes to their work for Youth support, was important to some respondents as shown by Youth One and Six. Yet, entrepreneurship, hence the topic discussed by these organisations, was found to be the main motive that attracts the users to follow the pages of GOFE on Facebook. To demonstrate, Youth Six, and 14 as quoted below are examples of how the topic was found to be a determinant of fan following to GOFE pages.

“One has become so interested to know what the Government is working on and specifically in the area of entrepreneurship and connections with Youth” (Youth One)

“I can learn about Government efforts through these pages.” (Youth Six)

“Um, maybe for me, what attracted me is that it talks about entrepreneurship and this is a field that I really like and so that’s why I liked the page” (Youth 14)

“Oh, the topic is the main attraction from the very beginning. Because the topic is interesting, I follow the page” (Youth Six)

Accordingly, news and what is happening was another significant motive to choose to be on GOFE pages by some respondents such as Youth 11, 15, and eight as quoted below. Contrary to that, some respondents like Youth 10 and Youth Six express dissatisfaction that GOFE shares news on their pages.

“For me Facebook, I go there to check photos here and there, news and events and thank you!” (Youth 11)

“It gathers info or like a small online hub that I can follow the news and what’s going on.” (Youth 13)

“I wanted to know what people are talking about in the environment of entrepreneurship, what’s new and so” (Youth, Eight)

“No enough research behind the posts, it’s just news, they keep sharing news and news and news. Um, what is happening, which events they run, some minister news and so” (Youth, 10)

“It’s more about what they want to say, and their news and they don’t really reply to the questions of the people” (Youth, Six)

Furthermore, services offered by the organisations were found to be important. Among these, many users expressed that they join these pages for entrepreneurship support which could include to know about events or activities as discussed by Youth Eight and Six that are taking place. Also, some others like Youth 12 and 4 have discussed that being part of a competition sponsored by GOFE or trying to learn about these was a motive for them to follow. Others, like Youth Eight included that networking with others in the entrepreneurial sphere was important for them.

“This page, um what made me really interested is mainly the[sic], the, fact that I can keep track of events and developments through the page updates” (Youth Eight)

“Well I follow this page; I find they um share about their different activities. Sometimes, there are interesting events for me, and I check out if I can apply or attend or so” (Youth Six)

“Oh, um mainly to learn about scholarships. Like I told you they offer so many announcements on that. So, I wanted to stay tuned. Scientific research was the main reason to do so.” (Youth Four)

“Um, the idea is, one of them is um followed by me because I was part of a competition and this organisation was providing acceleration for the winners of those competitions.” (Youth 12)

“And um...maybe help my start-up through networking by maybe meeting potential clients or so” (Youth Eight)

This being the case, the topic offered by GOFE was stated to be an empowerment to Egypt and/or its economy by seven of the respondents. Support of this is shown below by Youth Two and Four. But still some of the respondents believe that the organisation(s) can do better as reflected by Youth Five and Six. For example, there was a call for more discussions and conversation on their online communities on Facebook pages as quoted from Youth One and Five. This is further supported by Youth One's opinions in which they state that GOFE have an information style page.

"Yes, it's very important for Egypt. Specially now!" (Youth Two)

"Um entrepreneurship is um inevitable globally. Unfortunate [sic] we can say in Egypt it is delayed. But it's never too late and according to the current economic and social situations in Egypt I think it's the most applicable solution to support ourselves. This is for Youth, fresh graduates or older people." (Youth Four)

"They can be better if they adjust all my ideas" (Youth, Five)

"Well I think it can be better. Because all what they do is through their own page. What I think they should do is they should find events and groups related to their topic and to start communicating with the people and so encourage people to join their pages." (Youth, Six)

"Yes, they have a good range of topics and programs. But I want more discussions really. I think we need this only. Not just announcements and news. Debates, talks and thoughts." (Youth, Five)

"But conversation is not on all pages and some don't provide no more than information" (Youth, One)

Users also have discussed elements they wished to be found in the content on the pages of GOFE. For example, the discussion of policy and laws as argued by Youth Five and 10. These were also believed to be another way that GOFE can enhance its Facebook communities. Additionally, Youth Two contributed that the scope of topics was found to be narrow, whilst, Youth Six have found it to be wide. Youth Nine stated they do not find the topic to be that important, which contradicts earlier findings on the role of topic.

"Also, another added value would be the policies, policies that affect the target and entrepreneurship. Laws of investment and so. I mean instead of just focusing

on what this minister did or so, I need updates on the debates. The conversation on policy is very good” (Youth Five)

“They should make use of their followers for live streams on new laws or so.” (Youth 10)

“They need new topics. More topics. Most of their posts are in the field of business, arts and medicine. They need to expand that.” (Youth Two)

“Good ones and quite broad not only technology also research and so they have more people to help not a niche market, all fields.” (Youth Six)

Accordingly, GOFE being on SNS to communicate was critical. To further explain, some respondents like Two and 11 found the GOFE presence on SNS to be value creating to their perception towards GOFE.

“They are trying to um reach through new channels which is [sic], there is a team working on this, which is something positive.” (Youth 11)

“Yes, I already perceive them positively.” (Youth Two)

To further demonstrate, users like Youth Six mentioned that they would not know the organisations existed without social media. Also, Youth Eight finds that it is vital that they are present online leading to a stream of positive perception of the overall Government as shown by Youth Two and Six.

“Without SNS I wouldn’t know they were here. It’s important. Their interaction with me makes me know they are there and learnt about their different efforts. All those I might have not learnt of without SNS” (Youth Six)

“Um, I find that them being online is a vital thing not being online will cut um, the communication that’s already strongly there. Some people might, um [sic], me personally my main communication with them, or the only thing I see from them is that they are online or their social media presence. If this is not there for me personally and for others, then they will be regarded as not being there” (Youth, Eight)

“Yes of course. It shows the Government is doing good effort in this domain. Yes, both are related” (Youth Two)

“Yes of course. Something like this makes me feel the Government really wants to support Youth and to embrace new ideas. Initiatives like this make me happier with the Government.” (Youth Six)

In such circumstances, some users were found to be reserved in how they believe that the current GOFÉ representation on SNS is not the whole Government. Accordingly, between those who agree and those who do not, some respondents had different implications on the link between GOFÉ and Government through SNS representation. To elaborate, the responses indicate that some users believe that GOFÉ could have an impact on overall Government perception (see responses of Youth Two and Six above), but others do not fully agree. Interestingly, from those who do not agree, some still indicated that GOFÉ has potentials to impact overall Government perception but not at the current status. To demonstrate, Youth Nine found that SNS will not lead to a positive perception of GOFÉ due to being not as vital in role as a ministry would be to the Government. Cautiously, Youth One has acknowledged that it is just individual efforts and Youth Four refrained from generalising how they link GOFÉ presence to overall Government. Meanwhile, some did not link GOFÉ presence to overall Government perception by indicating that more is yet to be done from the side of GOFÉ like Five, 10 and 14.

“At the end they are not a ministry, so I deal with them as an NGO, but one that has connections to the Government. But to me they are not a mother ministry. They are just part of it.” (Youth Nine)

“Generally, I can’t say yes. Because I know that its individual efforts.” (Youth One)

“I don’t want to generalise not because this page is good then the rest are good. But if there is a general trend of so then it will be more positive.” (Youth Four)

“If they link their content more to policy, it can lead to so. But now no” (Youth, Five)

“Um, well from their current presence on social media no” (Youth 10)

“They are um, no me um, definitely um, thank you for the initiative it’s a positive thing but they are not fully utilising the thing. Just that!” (Youth 14)

Youth Six and Eight respectively found that it shows that the Egyptian Government is supporting Youth and embracing technology, respectively. In view of this, a number of respondents found GOFE presence on SNS can help to create a positive perception of GOFE, but were not able to link this to how they perceive the overall Government.

“Yes of course. Something like this makes me feel the Government really want to support Youth and to embrace new ideas. Initiatives like this make me happier with the Government” (Youth, Six)

“The more I find that the Egyptian Government is embracing technology and is improving itself, the more I get hope in the Government. This provides a positive view of the Government and the way they um the way they do things now. Not being on social media will bring back our old view of them as being old and not having enough development and so on. These are the things that reflect that there is hope and the Government is changing or is getting on track.” (Youth Eight)

Youth theme Two: *Outcomes*

Content offered by GOFE on SNS can build relationship development, trust and other positive outcomes like; engagement and more participation. Yet, there is a need for an improved design of presence to enhance chances to build relationships and trust through. A number of ideas were suggested by Youth. For some users however, these ideas shall make no or limited difference in relationship development and trust.

The discussions with users of GOFE SNS pages has produced insights into how the representation of GOFE on SNS impacts on relationship with the Government. To further construct, respondents such as Youth Two, Five, Six, 11, 13 and 14 believe that GOFE make an effort to building relationships with their audiences through their online presence. For example, Youth 11 (as quoted below) reflects how being present on social media is a contribution to GOFE in building relationships. Specifically, as it allows audiences to learn and make use of the opportunities afforded within SNS.

“Definitely, it’s an addition, better than nothing. Social media channels help them express. I use it to find opportunities and learn more and benefit even.” (Youth 11)

However, some responses by interviewees were found to be against GOFÉ's efforts in building relationships through SNS. Youth Eight, Nine, 10 and 12 have indicated that they do not believe GOFÉ SNS presence is effective for relationship development. For instance, Youth Eight discussed that content placed by GOFÉ on the page is not helping in building relationship because it always feels like they are there to relay a message and not to build a true brand personality.

“Them personally, I don't feel any effort. I feel they are communicating on behalf of something always. They are always the link between us and an event happening. Between us and a course happening, I don't feel they are in charge of this. I feel they are just a middleman.” (Youth Eight)

In the midst of this discussion, some respondents like One, Four, Five and 14 were neither for nor against the efforts exerted on SNS to advance relationships. To further discuss, Youth Five believed there is potential, still not affirming if it is a yes or no, rather indicating that changes to the approach of presence and those working on it could lead to great outcomes. Within this dimension, Youth Four provides answers that indicate they are neither for nor against at present, but with some improvements this could be positive.

“Um, mm, overall, we can say the page is very interactive even if someone asks questions in the comments section. Or someone gives certain comments. You can always find fast replies and responds. Not always, sometimes no. Sometimes not so fast. But you can say at least they respond. if this is improved or maybe if they do online support or online messaging from time to time not specifically 24/7 this can really help in relationships.” (Youth Four)

“R: There is potential. –

I: describe that, please.

R: I can imagine if the page admin was one form the crowds, they will get the right language, get data and content from Youth and then update it on Facebook! WOW [sic]” (Youth Five)

- Establishing ideas in support and in contradiction of relationship development on GOFÉ Facebook pages.

Looking further into the elements that make up the opinion about how GOFÉ attempts to create relationships development in its Facebook representation, this paragraph explains what causes Youth to have positive or negative perceptions. Those who were positive below about the fact that GOFÉ is able to create relationships through SNS mentioned that being able to interact with the organisation through SNS is a determinant of this, as shown from Youth Six. Knowing of the organisation's existence through SNS was found to be a contribution to the role of SNS in building relationships as shown by Youth Two. Also, as Youth 11 discussed gaining awareness of the programs and/or benefiting from these is an additional element that helps create relationships. Lastly, the neutral unbiased sense of communication from the side of GOFÉ affects their abilities to develop relationships through Facebook pages.

“Yes, certainly if the page cannot be interacted with or so. I will lose interest at a certain point. The connections on SNS are the easiest way. Easier than phone calls than email. So, if they are not providing this, I might lose interest. So, they need to constantly engage with me to stay there.” (Youth Six)

“Definitely, it's an addition, better than nothing. Social media channels help them express. I use it to find opportunities and learn more and benefit even.” (Youth 11)

“They are doing this very well I didn't feel any problems at all, I didn't feel anyone was trying to pressure me in a certain direction or so. They are just um um [sic] relaying the topic or idea in a simple way.” (Youth 13)

Nevertheless, those who believe there are no clear efforts from the side of GOFÉ in building relationships through their presence on Facebook shared elements that makes up their opinion. Youth 12 has shared experience where announcements were at very short notice, which does not enable them to participate in events and so GOFÉ is not using Facebook to build relationships from their perspective. Youth 10 shared that they did not sense any passion from those working on the page which they do not perceive contributes to relationship building. Youth 10 also talked about the choice of content by GOFÉ being boring, not creative, no research-based posts and news about ministers. In their opinion, this was some of the elements that do not help to build relationships when included in the strategy of presence on Facebook. Also, Youth Eight added that the rationale behind their opinion, that there are no relationship building efforts, was due to the fact that the organisations did not respond to some of the users' comments.

“Not at all. Um why so?! Um for example more than one time, I mean I’m talking about that since it’s not out of nowhere it’s due to many incidents. More than once they would do a competition or so, they are actually quite active, so, they are trying to do something, which is one of the good things happening. However, when I find that I am sitting [sic] for long time before and then two days before the competition I find an email from the organisation saying, “hey two more day only left for you to apply”. Well, I didn’t receive anything, anything, or a post on Facebook even, or um err, why! This is not normal. If they have a sum of 10 million likes on their page, the exposure will be little because not everyone will check their email. They have my email form before but err...err... [sic]” (Youth 12)

“Well honestly, I don’t think they are trying to do so. I really never feel that whomever is working on this page is passionate about it at all. I feel he works in Government and his manager told him to handle the page, and so it is.” (Youth 10)

“Content is not only boring it is um, I don’t know how to say this, I feel there is nothing new about it. Yes, there is no creative content. No enough research behind the posts, it’s just news, they keep sharing news and news and news. Um, what is happening, which evens they run, some minister news and so. But I don’t feel that there is content that um for example, like this magazine I just saw, with five articles that are very strong and so. You feel there is strong content and useful one. But when one shares news on a minister in a conference in Africa I don’t care really. But they could have used SNS to improve relationships surely” (Youth 10)

“No because many times, maybe not only my comments, others leave comments and I don’t find any response” (Youth Eight)

- Suggestions for enhancement of the likelihoods for relationship development through SNS interaction

Regardless whether for or against GOFÉ’s abilities to foster relationship development through SNS, most of the respondents conveyed thoughts into how GOFÉ can improve its efforts in building relationships through their presence on Facebook. Firstly, those who were positive towards GOFÉ’s efforts like Youth 11 believe that not all GOFÉ’s audience know about them yet, which could decrease their chances of creating relationships. Youth 14 further delivered that they need to increase interaction which could be through

customising content, which would make audience more engaged and hence build relationships. These views were shared by those who were not optimistic in their responses on the role of GOFÉ SNS in building relationship. For example, as shown below, Youth Nine believes that to build relationships they need to focus more on details, highlighting that websites can be a better place for these details. Also, Youth Eight discussed that time could make a difference. This is because, time would reveal the outcomes of interactions with the page and accordingly a relationship would be built or not, as reflected below.

“But the biggest problems between Government and the citizens is that they offer opportunities, but people don’t know about it. So accordingly, they use these platforms to reach out to those who don’t know” (Youth 11)

“Yet I think that they need like I told you earlier, they need to customise, the more you customise the thing, or cater the stuff to your fans, the more... um, I think they need to be more engaging and the stuff to be more um customised so people interact. I think they need more interaction than this with fans.” (Youth 14)

“It would have been better if there were more details” (Youth Nine)

“Maybe the websites would. So, the less details the less engaged and less relationships” (Youth Nine)

“Maybe on the long run, in the case that all connections I got through them was successful” (Youth Eight)

Lastly, it was inferred from the discussions above that some contradictions were found between those who are confirming relationship development and those who are not. For instance, Youth Six based their positive opinion to relationship building on interaction. But lack of interaction was also the reason given by Youth Eight in discouragement to relationship development on GOFÉ pages. Also, some respondents who believe that no relationship is being constructed on GOFÉ Facebook pages still believe in the role of SNS in building relationship. To further illustrate, Youth 10 and 12 both have given positive responses when asked if SNS can make a difference.

- GOFE is not the whole Government, nonetheless, SNS communication impacts trust.

Relating the whole experience and perception of GOFE to overall Government trust was queried through the interviews. Opinions on that matter leaned towards positivity, yet a number of respondents disagreed that trust in Government can be acquired through their SNS experience with GOFE. These disagreements provide interpretations on the assorted aspects that Youth consider in trusting the Government. For example, Youth One includes the whole package of Government bodies that are part of the entrepreneurial ecosystem in thinking trust is not possible. Similarly, Youth 11 was also concerned on the impact of other bodies aside from GOFE that are important to entrepreneurs, but their experience was more personal than Youth One. Youth Two, being very positive of GOFE and without much elaboration, has mentioned that their experience with GOFE cannot relate to overall Government trust. Finally, Youth Nine has elaborated on the fact that GOFE is not all the Government and is rather a division, accordingly no trust can follow. But Youth Nine was very positive on the long-term impact of an organisation like a GOFE in the process of trust development and management.

“Again, um, it not related to the overall Government. It’s mainly the GOFE trying to do the work that it should be doing. Like you said, they are trying to get people more interactive and so. The problem though is this entity could be focused on its work and as Youth I would go to say I want to start this project or so. I would go to other entities for legal work or so and you find that these other organisations are centuries behind and ask me to pay a lot of money. So, there is no relationship. The story is not organised in a way that all the entities that are related to entrepreneurship will be as good as GOFE in their presence and communication. So even if I had positive perception bout GOFE when I deal with others, I will get negative perceptions so no it's not related to Government.” (Youth One)

“I don’t need to say much here, I’m one of the small business owners, I’m not super happy. Whatever I have access or not. I find them on social media or not I’m not super happy. At least at least design regulations and legalities um is not goanna work this way. I find that I’m suffering. We are providing co working space facilities for star ups but can’t get them registered through our space as a start ‘Besm el Allah Alrahman al Raheem’ Egyptian law. So accordingly, I’m working around this to provide premium solutions to start-up to register through

us. So, this is really problematic. So, I can't tell you much, I'm affected, so I can't say more than that." (Youth 11)

"Like I told you I am very happy to learn that the Government is doing this great work. But I'm not sure I can trust the Government based on that" (Youth Two)

"Um I'm trying to think. Well of course it is sometimes positive to find these organisations initiated from whole Government [sic] but still because they are still distant from Government, they don't categories as: hey look how the Government changed?! No! But to me they are how I hope, or they are the potential of future change." (Youth Nine)

Turning now to those who were affirmative towards trust in overall Government, Youth Six, Eight, 12, 13, 14 and 15 reflect different thoughts as shown below. It was thought by Youth 13 that GOFE helps them trust the Government because it improves citizen perceptions of the Government's effort when compared to other Government functions. Also, Youth 14 mentioned that these organisations help build trust in Government since they help users "see" the Government, something they usually cannot do through other bodies. Adding to this, respondent Youth Six mentions that it related to entrepreneurial intention. So, if you want to start a business and you go to these pages you will trust the Government. Besides, it will only affect your trust if these organisations are part of what you are interested in as conversed by Youth 15. Youth Four agrees that it could lead to trust due to success stories, but then remains cautious about generalising from GOFE to the overall Government. Youth Eight says it is not trust, its attitude. For trust tangible outcomes are essential. Youth 12 confirmed trust but added counter thoughts on how critical feedback should be accepted and worked on, not just responded to.

"R: Yes, of course, of course it can impact our trust a lot. The problem with trust between citizens and Government is a very important thing, is transparency. For example, I'll talk about something not so related.

I: Please go on.

R: But this is a good example about relationship between citizen and Government. When you pay traffic build you don't know you did it or not when you pay bills for electricity you don't know you consumed or not. This is a problem that can be resolved. But when you tell me the Government is working on or supporting entrepreneurship and Youth ideas, um and the new ideas, this will improve people

trust of Government of course! When they tell me [sic] that this project, which is very successful, it started [sic] by Government, this will encourage more people to actively search and be optimistic about doing their own projects which in return will increase trust in Government.” (Youth 13)

“Um definitely it will impact the um Government in a supportive way without a say. Um as a step it's excellent, really really really! When they succeed, they will use it in other organisations, but they need to but only use it properly. But as a step it's excellent. Because I don't see the Government and I don't see what's happening behind the curtains but its them who are the face of the movement its them who export to me what the Government is doing and how they are updated and following Youth and not old school in a different direction than what we are following.” (Youth 14)

“It will increase it. Because one can feel that if you work and do something it pays off. It's not just blabbing. When I'm trying to work there are people there to help me from the Government.” (Youth Six)

“Um, like I told you if there is something that serves you this is good. If this is what you work in it will be good, do you get me? Yes, you find the Government in the part you are interested it. So, you think depends on everyone background and interest exactly” (Youth 15)

“I don't feel that my trust in Government will change but maybe um my attitude towards the Government could be better, I can look about the Government in a more positive way. If I find success from these organisations, this could influence trust. But as long as there is no um um something tangible as a result of these organisation being in operation and so I don't think I will be able to link it to trust.” (Youth Eight)

“Yes of course, but again its um, I think the problem with trust is not for me, but I feel it's in general the part that one feels there is iteration and the words ones said is really taken seriously. If so, then there will be change. For example, a very silly explain is but um when you go to t a place to eat and you say well, I don't like the food. You say One, Two, Three on their social media and they say we are so sorry we will do One, Two, Three and we will contact you. Accordingly, you might later on go online to change your review and trust that they acted, no oh

like it or not we don't care. That simple. It's about feedback? Not just response, no there must be action taken accordingly. Maybe there could be due to, and I really think I understand how they feel about that because the Government or any large institution has so many layers, truly there are many layers of of of Hierarchy? Yes, exactly! So, it could be, that something is happening but no one from top management know about it. So, feedback is extremely important. It must reach the top. How to? We must have a real process for sure in any business organisation or place there must be a person who is not really doing their job right. So, the idea is to create a system that finds that person and to point out the wrong action, so we can improve it. So not having this process is a problem, there is no feedback no iteration happening. It's not just internal monitoring no, there must be ah, as long as we are acting with normal beings there must be a process to understand from them what the problem is and act. And in many instances, I personally one of these organisations, I, um I, reached someone from the top-level management and I gave my feedback of experience they were really listening and all but again I feel criticism was taken offensively while I really mean nothing to offend the event or organisation. Not because I'm saying something wrong then I mean to harm or offend?

I: They are offended you mean.

R: Yes exactly. But on the other hand, they um listen. This makes me happy buy um I was hoping that feedback is something I am listening to; the idea is self-awareness. Something very um, um, important..." (Youth 12)

- More positive outcomes aside to relationship development and trust.

So far, this theme has focused on relationship development and trust as outcomes from interaction on SNS with GOFÉ. What follows is an account for what Youth believe to be a result of their interactions with GOFÉ through SNS pages. It is worth mentioning that none of the respondents has brought relationship development or trust when asked about outcomes. Yet, they included many positive ideas that could become a result of their interaction with GOFÉ on SNS. To demonstrate, some users expressed their thoughts on more engagements as an outcome as reflected below. Also, increased interaction and outreach were mentioned as shown below.

“Mm Increase outreach for people who don’t know it [sic]. Um and there be engagement [sic] between me and them for example. The more I find interesting stuff I follow the page more and look at it more.” (Youth 15)

“I cannot answer this question. I don’t really have an answer. But I’m sure I would have been more active and more involved. More active I would have been more interactive, like share and re-share.” (Youth Nine)

Moreover, some respondents mentioned that another positive outcome from SNS interaction with GOFE would be more participation of Youth in activities offered through these pages. These opinions are supported through the quotes below.

“There was a competition one of the organisations had and I joined this organisation by following the link they placed in the announcement. So, I learnt about it from SNS and I participated. So, without SNS I wouldn’t have” (Youth One)

“News ideas as a starter. Knowing what’s happening in technology and entrepreneurship. Even participation in some of the events. Sometimes also but I’m not um quite quite sure about that but why not cooperate with the organisation” (Youth Four)

“If I find content that I find interesting to me and they have a link or a website or, so I can click on it for further details. An even or so I like I might actually participate in the event.” (Youth Eight)

“Ah um, I think, some ah answers to some of the questions, if I have some questions, feedback regarding the um..., for example the program I joined had a track that I wanted to cancel since it had a lot of stuff scheduled on that, so, um, it would have been a nice thing to give this feedback online. Um whether um, oh but I have to feel that they will take this feedback for real, not just a thing that I will say and people would get offended by the feedback if it was negative or has some criticism, so um this is for me a very important aspect because I want to feed that I’m really adding value and the um the um criticism I continue with my experience. What I truly fear sometimes is the um fact that I would um give feedback online to an institute as such is that I’m not sure if they will truly take my feedback without being um offended or not.” (Youth 12)

“Of course, when you comment on something you usually wait for feedback on your comment. Also, you connect with the organisation more. At the first instance when you share anything, your social network sees this post and thus you increase the reputation of the organisation” (Youth Two)

Lastly, some respondents expressed that the interaction could lead them to gain more information and become more acquainted with the topic of entrepreneurship. Or perhaps to realise their entrepreneur dreams. These thoughts are quoted below.

“Well, there is some information I learn and take it and research it more. Also, there are some useful videos. For example, this video I told you about was talking about legal aspects of starting up business in Egypt. Also, I think Egypt generally is interested now in the topic of entrepreneurship very much. I was in an event and so some ministers supporting the topic. I feel there is an appetite for this in Egypt really. So, I follow the page I’m staying basically tuned. Maybe learn of any opportunities that I can make use of.” (Youth 10)

“Actually, possibly I can get an idea from some of the people who spoke, for instance. Um or move towards something I want to do um; from it I can know the different experiences of people who had entrepreneur and um success stories. This is useful because I get to know what’s there now. The um, the directions. The direction of is the direction of needs of the markets. Because they success based on market needs or society. So, I learn about the needs of society.” (Youth 13)

“Maybe this creates from fans active fans that might really help in fluffing entrepreneurial dream or towards being an entrepreneur later ok.” (Youth 14)

“Oh, what this could lead to?! Hmm, maybe, maybe it might not lead to anything and that’s the least would be that I gained information or knowledge in a certain topic whether in my field or out of it. That is the minimum that you can get out of this interaction. The maximum you can get if you are really lucky and it’s that productive is that you can um become a, b, better entrepreneurs. And you can umm benefit from all these. You have a network you can benefit from all the things that this platform is providing.” (Youth Eight)

6.3 Summary

Chapter Five analysed the findings from online data, this chapter focuses on the interviews. This chapter discusses the themes that emerged from the GOFÉ interviews while providing quotes to support the themes from the interviews. With regards to the three themes of GOFÉ, Rationale includes the findings with regards to the overall presence of GOFÉ on SNS. This includes evidence on how they are present for service promotion and not focused on developing relationships and trust in their intentions. Further to that, the theme on Maturity explains how a mature model is essential to build relationship and trust and presents findings on what are the barriers that hinder the organisations from achieving so. These are also present in Table 6.3. Finally, the last theme on Strategy demonstrates what was found to be essential in generating an effective online presence strategy by GOFÉ like the brand and interaction. The last section of this chapter reflects on the themes of the interviews with Youth. With regards to the two themes from Youth Interview, the initial theme on Motivation explains what causes the users to follow the pages and what substantial role the topic of the post plays in such aspects. In doing so ideas on how they can develop their presence emerges. The second theme on Outcomes explores the impact of SNS platforms on relationship development and trust. Some argue that there is potential for the development of relationships and trust as outcomes, but with considerations of some presence enhancement from the side of GOFÉ. Other interviewees still think it is not possible. The themes also demonstrate a number of extra outcomes like engagement. A list of all themes is presented in Table 7.1 of Chapter Seven which includes bringing together all the sources of the data in addition to the discussions of the findings achieved from this thesis.

Chapter 7 Discussion

“We want them to know that we are there to, um, help. For example, if someone is interested in our areas, we want others to say go to this organisation they will help you. We want to brand the concept of Government help in a simple way not a complicated way. Once you called us you will find us. And by the way this is our overall business strategy” [sic] (GOFE One)

As the opening quote implies, SNS representation offers GOFE new approaches to brand the Government in Egypt, but the question is to what extent are those tools utilised? Findings from the current study enabled an understanding of what was achieved through this representation, specifically in terms of interaction with target audience. Therefore, this chapter contributes a detailed discourse about the findings of this study from the three different data sources, regarding Youth-Government sentiments on entrepreneurship on Facebook. This chapter aims to explain what is happening when it comes to GOFE-Youth interaction on Facebook, how this is happening and what could be the reasons. Accordingly, the purpose of this chapter is to expand on the interpretations and implications. Therefore, this chapter utilises the alignments and divergence of the extracted themes in order to approach the research questions. It is important to note that, this study is not interested in comparing the data from the three sources, but rather, how the themes extracted complete the understanding of the phenomena being investigated. Hence, an enhanced and more complete representation of the research inquiries.

Drawing on the above, this chapter is organised by the studies research questions. First of all, each section starts by exploring an integration of findings from the three sources, which are Facebook data, interviews with GOFE and interviews with Youth, to provide a clarification. Secondly, each of the sections will be concluded with the discussion of each research question. That offers both an understanding of the outcomes of this investigation and explanation about how the findings are positioned with respect to previous bodies of knowledge in the area. For smooth reading of this chapter the Tables 7.1 and 7.2 below summarise the themes extracted from the three sources of data in Chapter Four and Five and link them to the research questions. Additionally, Table 7.4 at the end of the chapter, provides significant narratives to the main pillars of the study; entrepreneurship, GOFE, SNS representation and relationship development and trust.

Table 7.1 Summary of Extracted Themes from The Three Sources of Data.

Source	Theme
Facebook Data	<p>Facebook Theme One: <i>Representation</i></p> <p>GOFE representation on SNS - composed of brand, approach to conversation, content creation and visual media use - was found to still be in development.</p>
	<p>Facebook Theme Two: <i>Relationships</i></p> <p>GOFE's presence on Facebook was found to be more about publicity than participation.</p>
	<p>Facebook Theme Three: <i>Character</i></p> <p>The corporate personalities demonstrated through the GOFE SNS Facebook pages generally reflected competence, enterprise and agreeable corporate characters. Only in a small number of cases could evidence of ruthlessness be located and overall none of the organisations demonstrated a more positive chic corporate personality.</p>
	<p>Facebook Theme Four: <i>Impression</i></p> <p>GOFE uses their response on technical issues as an approach for impression management. But what is being said by GOFE, is just as important as responding, in order to ensure the delivery of user satisfaction.</p>
	<p>Facebook Theme Five: <i>Trust</i></p> <p>Evidence of user trust was found not profound. This is because GOFE has controlled page options which limits full engagement options, does not allow full capture of user attitude towards text, does not reflect on the number of visitors and does not leave room for specific content.</p>
GOFE Interviews	<p>GOFE Theme One: <i>Rationale</i></p> <p>GOFE acknowledge the importance of being on the platform to communicate, however they are not on SNS to promote relationship development and trust. Evidence proves that they are being on SNS to not lose the reader, they are on these to promote their services and programs.</p>

	<p>GOFE Theme Two: <i>Maturity</i></p> <p>A mature SNS model is essential to develop trust through SNS communication. Barriers to maturity were found to include lack of centralisation, lack of successful examples, stereotyping, bureaucracy, freedom of content and audience literacy skills.</p>
	<p>GOFE Theme Three: <i>Strategy</i></p> <p>Particular strategy elements were found to be vital for building a GOFE presence on SNS. These are the brand, interaction, target audience and topic.</p>
<p>Youth Interview</p>	<p>Youth Theme One: <i>Motivation</i></p> <p>Knowing what the Government is up to among other reasons were found to be drivers for Youth to follow the pages. Also, the topic, entrepreneurship, was agreed on to be a fundamental attraction for users and was found to be important to Egypt. Meanwhile, diverse opinions were found on areas of development for the pages and the role of SNS in drawing perception of GOFE and overall Government was found to be controversial.</p>
	<p>Youth Theme Two: <i>Outcomes</i></p> <p>Content offered by GOFE on SNS can build relationship development, trust and other positive outcomes like; engagement and more participation. Yet, there is a need for an improved design of presence to enhance chances to build relationships and trust through. A number of ideas suggested by Youth. For some users however, these ideas it will make a limited or no difference in relationship development and trust.</p>

Table 7.2 Associating Research Questions to The Extracted Themes

Data source	RQ1: Why are GOFE present on SNS?	RQ2: How are Youth engaging with GOFE on SNS?	RQ3: What happens when users and GOFE interact on SNS in terms of overall trust in Government?
Facebook Data	Theme One (<i>Representation</i>) and Two (<i>Relationships</i>).	Theme Five (<i>Trust</i>).	Theme Three (<i>Character</i>) and Four (<i>Impression</i>).
GOFE interviews	Theme One (<i>Rationale</i>), Two (<i>Maturity</i>) and Three (<i>Strategy</i>).	Theme One (<i>Rationale</i>) and Two (<i>Maturity</i>).	Theme Two (<i>Maturity</i>) and Three (<i>Strategy</i>).
Youth interviews	-----	Theme One (<i>Motivations</i>) and Two (<i>Strategy</i>).	Theme One (<i>Motivations</i>) and Two (<i>Strategy</i>).

7.1 Research Question One: Why are GOFE present on SNS?

The first research question aimed at exploring the presence of GOFE on SNS. A significant number of studies in political marketing has provided insights into SNS generally and Facebook specifically. The larger focus of government-citizen interaction explored was found to be in the realm of elections (Bode & Dalrymple, 2015; Cameron et al., 2015; Lin & Himelboim, 2018; Ryoo & Bendle, 2017; Shmargad, 2018; Williams, 2017). This study focuses on a specific kind of organisation in the public sector that has limited coverage in literature therefore it provides a valuable contribution to the field. Due to novelty of these kinds of investigated communities on Facebook, the first objective was to explore the vision and marketing strategy of GOFE on Facebook. The Facebook theme on Representation and GOFE themes on Maturity and Strategy provided insights on this objective. The findings of these themes have demonstrated the elements that were found to be the most valuable in envisioning the GOFE SNS representation. Moreover, different elements and ideas were demonstrated regarding how GOFE have progressed in optimising their presence on SNS. A summary is presented in the Table 7.3 below.

Table 7.3 Characteristics of GOFE Representation on Facebook.

Facebook Data	GOFE Interviews
<ul style="list-style-type: none"> -Elements of the GOFE brand Brand name (page name) Visual brand identity (profile picture and cover photo) Use of English and Arabic Language (organisation name and posting) The page description (About section) Government positioning Connectivity – beyond Facebook Functionality Unique features (tabs, notes...etc) -Elements conversation (where and how) -Approach towards content creation -The use of visual media 	<ul style="list-style-type: none"> -SNS enriches the brand through Building a different brand personality Providing a brand differentiation form traditional perceptions of Government Enables audience to differentiate the GOFE brand from the rest of the Government bodies -Interaction -Customer and topic centric

The theme Representation expresses that the GOFE presence on Facebook pages can be looked at through elements of brand, common approaches of organisations for creating conversations, strategies of content creation and methods of visual media use. The GOFE brand elements on Facebook pages included tools such as, first, the choice of the page’s profile picture and cover photos (the brand image). Second, the About section which includes the page description; the choice of language for communication and the options the page owner presents for connection with its audience beyond SNS. Third, the unique addition that each page chooses to add to its representation. The theme describes how the organisation’s decision regarding those aforementioned elements have not reached full

maturity by the support of representation techniques found on GOFÉ Facebook pages. Rather, these elements can still be further optimised to enable an enhanced presence for the organisations on Facebook pages. Accordingly, this theme discusses that the GOFÉ SNS representation is still in development.

Reciprocal to the above, more ideas emerged as to what was essential in composing GOFÉ presence on SNS from the GOFÉ interviews. First the platform itself was mentioned, highlighting how that enriches the GOFÉ brand. Furthermore, interaction between the pages and the users was another vital element vital for their SNS representation. Finally, the fact that GOFÉ indicated their interest in being customer centric through SNS communication and that they are strongly focused on their message on entrepreneurship. The emerged critical elements were found in the light of previous works (e.g. Chauhan & Pillai, 2013; Labrecque, 2014; Meijer et al., 2012; Zheng & Zheng, 2014). The specific characteristics of the platform were discussed by GOFÉ as contributors to the empowerment mentioned in the paragraph above. First, that GOFÉ are able to relay a brand personality that shows they empower the users and stakeholders. Also, it signals an image that is distant from the traditional image of Government bodies. One unanticipated finding is that SNS channels were found to provide a new approach towards a brand, helping users to figure out that they are not dealing with the whole Government and rather recognising that these are separate entities as contributed by one of the interviewees: *“ok so in the past people use to link the image of the government to one entity only. But now no! People are more aware and understand that different entities represent the government”* So, GOFÉ did not highlight that their brand was still in development as in the case of Facebook extracted insights. Nevertheless, GOFÉ indicated that their SNS presence helps enrich their brand and provides additional attributes like the individualistic perceptions of government entities. A possibility of the divergence between the observed behaviour of GOFÉ representation and the strategic intent is better understood in relationship to the theme on Maturity, which discusses that maturity has not been yet achieved.

As discussed above, this study commenced with the aim of exploring the presence of GOFÉ on SNS. The findings regarding what creates the representation of GOFÉ on Facebook was found to be supported by previous work that has discussed the positive outcomes to brands that choose to be present on social media. To further support, the importance of sending the right message was discussed in previous work by Chauhan and Pillai (2013) as a necessity in linking content with engagement. Additionally, social

media content was linked to creating public perception (Price et al., 2015). In addition, visual media was found to lead to brand commitment (Park et al., 2013), in fact, municipalities sharing photos through social media were found to be a more effective message strategy (Lev-On & Steinfeld, 2015). Also, brand identity was linked to trust (He et al., 2012). In addition, other studies in the area were found to be in support of what was found from GOFEs' perspective on the representation of their brand on Facebook. For instance, the importance of the platform were supported by the work of Zheng and Zheng (2014), in explaining the potential for governments from their use of social media. Discussing brand personality as implied by GOFE, the personal tone (Kelleher, 2009) and the personality (Tsai & Men, 2013) adopted by organisation has a useful impact on the presence. Also, in support of GOFEs' efforts about providing empowerment to users, empowerment was linked to drivers of engagement (Muntinga et al., 2011).

Regarding interaction, the results seem consistent with other work which found that interactivity implies relationship marketing and trust (Labrecque, 2014). Also, interaction was found as a complement to reputation management (Dijkmans et al., 2015). Findings on being customer centric also were found to accord with the work of (Meijer et al., 2012). Furthermore, Gottschalk (2009) provided an evidence of customer centricity in studying open government efforts. Also, the study of Mundy and Musa (2010) highlights that one of the challenges that face government in adopting e-government is the need to be customer focused in order to serve citizen expectations. An interesting finding from the current study was regarding the extent to which GOFE has optimised their presence on SNS. This result regarding presence on SNS not being fully developed was supported by work like that of Sisson (2017) and can be explained by a number of correlated reasons. First, GOFE might still be at the initial stages of an open government model. Several lines of evidence (Lee & Kwak, 2012; Wirtz et al., 2018) have shown that social media can leverage the open government maturity model. Governments were advised to aim to reach the different stages, in a sequential manner, one level at a time (Lee & Kwak, 2012). Based on this model, it can be inferred that GOFE are currently at the initial conditions stage and are in progress towards moving to the next stage.

Also, GOFE SNS presence not being fully optimised can be attributed to the fact that the growth in popularity of SNS for the Government in Egypt has taken its rise in 2011, just after the revolution (Abdelsalam et al., 2013). According to Abdelsalam et al., only few pages of the Egyptian Government were found to be created before the revolution, among which is one of the targeted sample. Whilst Facebook does not allow for retrieval of the

date of page creation, it can be inferred from the first profile picture upload that the creation dates for the GOFE analysed that these range from late 2010 to early 2015. Moreover, reports from the Egyptian Government can be shown as a strong support (Ministry of Communications and Information Technology, 2013; 2015b). These reports show that in 2012 more than 85% of the government used the internet, but the last record on websites show that only 66.7% had websites. Further to this, Abdelsalam et al. (2013) stated that 556 domain names (gov.eg) are available, out of which 49.6% were active when the study was conducted. Additionally, their research shows that 23.3% of government entities had Facebook accounts. This reflects on the fact that the Internet and development of web presence are still in process.

The second objective of the study; exploration of intended outcomes of GOFE's presence on SNS was addressed by the obtained results from the Facebook extracted theme on Relationships and GOFE extracted theme on Rationale. The initial direction of this study was interested to find out if GOFE would be targeting relationship development and trust through its' Facebook presence. The findings from the theme corroborates two different stances. First, the Facebook data was based on Grunig and Hunt (1984) model of public relationship. Facebook data supported that GOFE demonstrate positivity towards the public relations strategy in their content. Specifically, they do perform a publicity strategy that includes one-way content that publicises achievement and shares information. Even instances of conversation did not show attention from GOFE regarding the response. Also, two of Hon and Grunig (1999)'s relationship indicators that were studied reveal that practices are only in the realm of announcements and programs' publicity rather than in conversation development. To further support, control mutuality, which studies the power in relationship between Youth and GOFE, and commitment, which analyses long term relationship, were both found to be weak in GOFE presence on SNS. Hence it can be inferred that there is a weak evidence of a public relationship strategy; but efforts do exist. In line with the findings of this study, government entities are still considered to be trapped in one-way approaches on social media (Falco & Kleinhans, 2018). Alternatively, dialogue was argued to be better than a top down approach in promoting government programs (Gregory, 2018).

Conversation with GOFE discussed that being on SNS was important to promote their services as stated by one interviewee: *"Well what we want is to raise awareness of our presence and the different programs that we offer to serve the public"* Therefore, relationship development and trust precisely was not found in their intended outcomes.

Yet, regardless of their opinions on intended outcomes, they have acknowledged the link between being present on SNS and relationship development and trust with either the organisation or overall government. Interestingly some respondents discussed that being on SNS to promote services is not enough and was found to be weak by them: *“Yes, it’s very basic we need to do more”*.

In support to findings regarding the evidence found from Facebook data about relationship development. Previous research like Bowen (2013) has established that SNS has a profound influence on relationships. This was even found in government focused previous research with Porumbescu (2016) supporting the idea. Yet, the results from the current study need to be interpreted with caution. This is due to the fact that even though indicators indicate relationship efforts, the data from Facebook reflects that the strength and deepness of doing so are not quite established. This can be supported by the arguments of Kim and Cho (2019) who believe that the indicators of Hon and Grunig (1999) used in this study do not reflect on the different types of relationship that can occur between the government and its citizens. Notwithstanding that, this present study supports evidence from previous scholars that reflect that SNS might not be best for creating those. For example, Parsons and Rowling (2015) reasons that politicians don’t embrace relationship marketing on SNS. Further to that, so much power was found to be attributed to the agency of social media in building relationships, while forgetting the other factors and that perhaps it is just instrumental (Klischewski, 2014).

As discussed above, the findings regarding exploring the communication objectives of GOFE for their SNS communication has not confirmed their relationship development intentions. Earlier studies like Klischewski (2014) believes that the context including the social actors is the real determinant of whether social media can have a power. Additionally in support to that, Parsons and Rowling (2015) have argued that political actors might not have been so committed yet to relationship marketing through social media. Support can also be found in the work of Parsons and Rowling (2015) and Benthaus et al. (2016) regarding the fact that GOFE is there only for service promotion, or what could be tagged as propaganda. Despite that, weak evidence of relationship strategy efforts from GOFE was found in Facebook data. This can be explained by two factors, first, a discrepancy between the lack of strategic intention by GOFE to foster relationship through presence on SNS and the actual observed behaviour of performing relationship development in the GOFE representation on Facebook. Second, this could be attributed to the lack of knowledge from the side of GOFE that publicity is in fact one of

the public relations strategies, hence they did not acknowledge their intension of relationship strategy due to the lack of knowledge. Similar support was found in studies like that of Parsons and Rowling (2015), who found that the politicians didn't have much knowledge of relationship marketing.

Accordingly, the discussion above has constructed how Facebook and GOFE data provided a comprehension for the representation of GOFE on SNS and the intended outcomes of such presence. First, data shows that GOFE interviews have expanded on the categories extracted from Facebook data in reviewing what actually makes up the GOFE brand/representation on Facebook. Further, the data was aligned with respect to the progress of the organisations in fully harnessing their representation on Facebook. The findings emphasis that; both the representation is still being developed and that the accounts are not fully mature. At the same time, it was found that the brand was enriched by this platform. Second, in this context, the findings of research question one resonates with the initial propositions of this study. It was expected to find the gap that lies between desired outcomes of SNS representation and actual practice, which was found as reflected from the discussion in this section.

Consequently, the findings echo this gap by highlighting that even though online presence indicates evidence of relationship building according to indicators from the work of Hon and Grunig (1999), it was not intended by GOFE. Whilst publicity is presently their desired outcome, it is still one of the models of public relationship according to Grunig and Hunt (1984). The Facebook data shows that the evidence of such efforts of publicity intended by GOFE through their SNS presence is not fully established. This can be found to be aligned with arguments over the fact that being just present on social media is not adequate (Spurrell, 2012). This study offers competing thoughts on GOFEs' awareness of techniques to build relationship and trust with publics. This is attributed to the fact that relationship building, and trust was not among the intended outcomes of GOFE from their presence on SNS, who instead have intended to perform publicity. In other words, the researcher believes that GOFE was not able to link publicity efforts to public relationship development, which is in line with previous work that indicated a lack of knowledge and experience of the public sector in implementing social media (Lee & Kwak, 2012).

7.2 Research Question Two: How are Youth engaging with GOFE on SNS?

The concept of engagement on SNS has attracted the attention of a great number of scholarly works (Brodie & Juric, 2018; Dessart et al., 2015; Dijkmans et al., 2015; Men & Tsai, 2015). In the context of political marketing there is a seminal work on engaging with the political brand on SNS (Eom et al., 2018; Haro-de-Rosario et al., 2018; Lev-On & Steinfeld, 2015; Walker et al., 2017). However, previous studies have not paid enough attention to this issue with specific types of government bodies. The second research question for this study has focused on finding out what are the factors that lead Youth to engage with GOFE Facebook pages and what could the outcomes of such interaction be. These objectives were fulfilled by interviews with Youth and through Facebook data analysis. More specifically Youth interviews extracted themes on Motivation and Outcomes, parts of Facebook extracted theme on Trust and that of GOFE extracted themes on Rationale and Maturity, provide a comprehension to that specific kind of engagement. Through the findings of Motivation, drivers of engagement were extracted. The initial assumption of this study proposed that Youth choose to join these pages to know what the government is up to. Whilst, this was found to be true, following these pages for the topic discussed, entrepreneurship, was found to be the most significant factor. To elaborate one respondent mentioned: *“Um, maybe for me what attracted me is that it talks about entrepreneurship and this is a field that I really like and so that’s why I liked the page”*. Therefore, Youth join these to learn about the news and other ideas like networking. Also, they are interested to find out about the services offered by the organisation. These in terms of competitions, programs and/or activities. This is found to be in good support of the findings of Rationale which entails that they choose to go online to promote their services.

Regarding engagement, the outcomes were found to be both positive and negative. In fact, some of the outcomes included insights by users into how the page(s) can be better, hence it reflects dissatisfaction about the pages. To explain, users hoped for less information packed messages and more messages that triggered discussions, as implied in: *“Yes, they have a good range of topics and programs. But I want more discussions really. I think we need this only. Not just announcements and news. Debates, talks and thoughts”* Specifically, debates and discussions on the pages about policy and laws related to the entrepreneurial ecosystem were suggested by users, for example one Youth response included: *“Also, another added value would be the policies, policies that affect the target and entrepreneurship. Laws of investment and so. I mean instead of just*

focusing on what this minister did or so, I need updates on the debates. The conversation on policy is very good.” Nevertheless, because Youth find the topic to be very important to the country, some had positive perception towards the Government. In addition, some other users believe that with improvement of presence of GOFE on SNS their perception of the Government will be enhanced. This was also linked to their thoughts on a feeling that the Government cares. However, as it has been highlighted in the earlier part, improvement was essential. More positive outcomes have been obtained in Outcomes which has complimented the understanding of outcomes of engagement via a number of factors. These factors included that engagement could lead to; more engaged users, more page outreach and more awareness of the topic, hence what users believe to be a realised entrepreneur.

The study signed the possibility that the negative outcomes of engagement could be linked to the fact that GOFE are on Facebook to mainly promote services rather than participation as discussed through the theme on Representation and in the discussion of research question one earlier in this chapter. Further, it is important to highlight that the theme on Trust has indicated that users reflect a proactive and reactive engagement. Proactive engagement was present by engagement of users in conversations on the walls, likes of the posts by GOFE, and shares of the content initiated by the page. On the other hand, in evidence regarding reactive engagement, the users are most likely to read, like or share. Yet, the theme argues that user engagement cannot be fully studied through GOFE Facebook pages due to the fact that the pages have controlled many of the engagement options. For instance, for some pages no visitors posts were allowed and for others no page review was enabled. With regard to outcomes, a favourable attitude towards the Government was obtained, however, controlling engagement has limited a full realisation of the potentials of GOFE SNS presence to enable positive attitudes towards the Government.

In contrast to previous work on social media and engagement, however, this present investigation was not able to fully capture the essence of user engagement through Facebook data. It is noted that, despite of the fact that findings show that engagement was not fully allowed by the page and hence cannot be fully studied. Therefore, it is noticed that users join these pages due to their desires to stay connected to the entrepreneurial ecosystem. This includes the programs, news, competitions and so on. In particular, the organisation itself and the content produced were not found to be a driver of engagement. Accordingly, the findings did not include explicit interest by users in any of the

organisations in particular. Additionally, positive opinions regarding strategy of content was not found either in the responses. It was purely the interest of users in the exchange of information and awareness of services offered that has led to their interest in becoming fans of those pages. Moreover, as discussed, there are potential positive outcomes of engagement in terms of perception towards organisation, increased outreach and empowerment to entrepreneurs. However, suggestions from users show that there is a huge potential for adopting a more engaging content strategy as it will be useful in terms positive perception and outreach. Hence a looser controlled page on Facebook could be a further step for GOFE to satisfy its fans. In a nutshell, consistent with discussion in Research Question One, it may be the case because the findings reveal a number of conditions that need to be further achieved by GOFE that maturity had an impact on the study of drivers and outcomes of engagement.

The second question in this study sought to explore engagement between the users and the page through from the user perspective. The more significant contributor of engagement between Youth and GOFE in the topic of entrepreneurship, previous research by like Chauhan and Pillai (2013) show that message theme in terms of content context and content relevant to users, are associated with engagement. The current study findings are in alignment with previous work which highlighted that information seeking is a driver for engagement (Valenzuela et al. (2009). Similarly, the study findings support the concept of users joining the page to learn about remuneration and contests (Tsai & Men, 2013). To further support, the work of Tsai and Men (2013) on Uses and Gratification theory, confirmed that remuneration and information were main drivers for engagement. This could also be linked to Media Dependency theory and the element of perceived usefulness in TAM.

Further to the above, this study found that Facebook presence was in support of the topic and information provision. Nonetheless, a previous study that compared Facebook to other platforms like Twitter indicate that Twitter in comparison to Facebook in particular social media contexts should be adopted for small communities that are specifically topic focused (Gao & Lee, 2017). Staying part of the ecosystem can be linked to Psychological Ownership theory, for instance, Karahanna et al. (2015) discussed the feeling of belonging. In the context of social media, users develop the feeling of ownership of their contribution and communities on these platforms which become virtual belongings and so is a form of physiological ownership. In addition, the need of staying connected can be linked to the theory of FoMo. Which explains how individuals fear missing out on

opportunities like jobs and rewards. Hence, the findings of this study confirm the role of FoMo in leading Youth to want to stay connected to the Facebook pages, unlike previous work like that of Bailey et al. (2018), which did not find significant links between FoMo and perceived usefulness of social media. Surprisingly, user's insights on outcomes of their page engagement included insights on how the page can improve, as discussed by the interviewees: *"Well I think it can be better. Because all what they do is through their own page. What I think they should do is they should find events and groups related to their topic and to start communicating with the people and so encourage people to join their pages"*. This can be found to be correlated to the idea that they came to the page with certain expectations. To further support, the application of Uses and Gratification theory in the work of Quinn (2016) shows that people come to social media with motives that in return affects the outcomes. Hence, Youth joined these pages with certain expectations that was not fully realised, accordingly these expectations are reflected in their opinions regarding the outcomes of interaction in the form of suggestion for the pages to consider.

With regards to demands by users for a more optimised GOFE presence, like less information messages, more discussion and policy embeddedness in those GOFE created communities on Facebook, in accordance with the present results, previous studies have demonstrated support for this. For instance, Lev-On and Steinfeld (2015) found that municipalities use of SNS is as static as a website, which is a possible explanation for the user's perspective on information over sharing. Furthermore, previous work has supported the importance of creating a sense of community in terms of users in engagement with the pages (Men & Tsai, 2015; Tsai & Men, 2013), which illustrated why users are longing for more discussion and topics related to the main focus of the community. Indeed, high activity was found not to lead to engagement, but rather more interaction did (Haro-de-Rosario et al., 2018). There are similarities between the attitudes expressed by Youth towards GOFE as an outcome of engagement and what was found in literature. For instance, Youth stated how important entrepreneurship is to the country, which can be linked to the concept of empowerment in the work of Muntinga et al. (2011) and how their engagement related positively to perceptions of the organisations, which is similar to what Benthous et al. (2016) argued in their work.

As with regards to outcomes of engagement, scholars like Dijkmans et al. (2015) and Men and Tsai (2015), have linked engagement to relational outcomes such as trust. Whilst this specific element of trust is of vital interest to the current study, trust did not arise in users'

sentiments. Instead, users provided outcomes to engagement that included a sense of overall empowerment through ideas like, more realised entrepreneurship dreams, more information awareness and more engagement with the page. According to the work of Tsai and Men (2013), these kind of outcomes as remuneration, empowerment and information seeking were found among the drivers of engagement rather than outcomes as with the findings of the present study. Furthermore, no significance was highlighted to source credibility as an antecedent for engagement, which is contrary to work like that of Nekmat et al. (2019) on how source credibility is integral to the process of participation in activities on social media. To further elaborate, no insights from the users with regards to motivations to join GOFE pages were found to be related to credibility whilst Nekmat et al. (2019) found a significant moderating role for source credibility in determining engagement on social media. As far as Facebook data was concerned, it is surprising that studying engagement of the users with the pages through online data was not fully possible. Nonetheless, engagement behaviour was found to be both reactive and proactive.

Regarding findings on proactiveness, this is in line with previous work that indicated users tend to be less participative and more passive (Haro-de-Rosario et al., 2018). It was also argued that even the passive behaviours of engagement could allow users to access social resources (Burke et al., 2011), specifically those with lower communication skills. Although, previous work shows that the more engagement the better the gains like the work of Painter (2015). Finally, in support of what was found on GOFEs' control of full engagement, it is argued by scholars like Tsai and Men (2013) that brands do not reach the full potential of creating engagement, in fact the purpose of engagement was found to be essentially predetermined (Benthaus et al., 2016), which builds on the notion that GOFE might not be fully intending to engage but instead they are there for publicity and propaganda purposes. Furthermore, being governmental, GOFE could have been sceptical of the risks of fully engaging. This is due to the fact that GOFE could have the perception that with more engagement options for the users on their SNS pages, loss of control by GOFE over what is being said will occur. Consequently, a total democratisation of content might be perceived by GOFE as a challenge for the image of their organisations as they fear negative content, whereas previous research has presented risks on reputation from being on SNS (Parsons & Rowling, 2015).

Another explanation to this control over engagement could be through the theory of self-censorship. Self-censorship is the act of intentionally and voluntarily choosing to keep

information from others (Bar-Tal, 2017). Furthermore, self-censorship is found to be a mechanism for co-existing with various groups on SNS (Lampinen et al., 2009). Previous studies argue that in effort of co-presence, users on SNS perform behavioural strategies like self-censorship (Lampinen, 2011). Yet, it was found that self-censorship becomes a barrier to the functioning of a democratic society (Bar-Tal, 2017). Accordingly, it is argued by the researcher that the Government could be self-censoring their representation on SNS (as demonstrated from GOFE practices) to ensure smooth co-existence with several groups of citizens. Further to that, governments could decide on the strategy of self-censorship on SNS to limit arguments and manage a certain representation to the target audience (Sleeper et al., 2013). This could also be a main cause for lack of maturity of GOFE SNS representation.

7.3 Research Question Three: What happens when users and GOFE interact on SNS in terms of overall trust in Government?

The initial aim of this research was to investigate the impact of use of SNS on relationship development and trust, which is a significant interest among scholarly research in the field of SNS use (Chauhan & Pillai, 2013; Cuervo & Vázquez, 2013; Dessart et al., 2015; Harris & Harrigan, 2015). More specifically, one of the major contributions of this study is in finding out what role would the topic of conversation on the investigated platform has in moderating for relationship development and trust. Accordingly, this study aims to provide an understanding into how the topic of entrepreneurship is a vital element in creating conversations that lead to positive outcomes, such as trust. This forms objective number one for this research question. As for objective two, the purpose was to investigate the role of communicating with GOFE on SNS in leading to trust in overall government. This moderating role of agency is considered another major contribution to this study aside to the role of topic as mentioned earlier. It can be noted that this research question is matched with findings from themes that occur in the three sources of data, Facebook, Interviews with GOFE and Interviews with Youth.

About the topic, entrepreneurship, an important aspect of the current investigation, it was found to be a vital piece of the sentiments in this study. More specifically, the first objective was addressed through GOFE theme on Strategy, it was found that their presence was both customer and topic centric. Hence, there was a genuine interest from the side of GOFE to address the topic of entrepreneurship, as reflected by the interviewee: *“We want to help the target, this is very useful for our Egypt”*. It was in fact found to be vital to their presence. Support for the role of topic was found in the elements of Youth

theme on Motivation. Youth on the whole demonstrated that the main driver for them to join GOFE Facebook pages was found to be the topic, entrepreneurship. Further strength to these findings was added from the contributions of Youth who highlighted in their narratives how entrepreneurship is linked to positive outcomes of interaction as implied by one respondent: *“Maybe this creates from fans active fans that might really help in fulfilling entrepreneurial dream or towards being an entrepreneur later ok [sic].”* Unlike the initial expectation of the influence of the topic on relationship development and trust between Youth and GOFE, no findings were found to directly relate the topic to relationship development. However, sentiments do highlight support for the topic discussed in SNS in relation to the communication between Youth and GOFE as an Egyptian Government entity. In essence this provides previous support to the current Government policy as shown across sources (e.g. Egypt Today, 2018; Ismail, 2018) regarding the support of the entrepreneurship ecosystem, specifically amongst young adults (through seven procedures) as it is seen as the boom to the economic conditions in Egypt and the African continent.

With regards to the second objective, which focuses on the impact of GOFE on trust in overall Government as an outcome of interaction between Youth and GOFE on SNS. This study hypothesises that trust can be best explored under two main categories, Youths’ perspective and GOFEs’ effort. To elaborate, trust evidence was investigated for in users’ response and online behaviour through both interviews with Youth and in the Facebook data. Additionally, GOFEs’ efforts to initiate for trust was analysed via Facebook data and GOFE interviews. Embarking on GOFEs’ efforts, Facebook extracted themes on Character and Impression as well as GOFE extracted theme on Maturity, do stipulate an understanding of the evident found on Facebook pages with respect to building trust.

The most obvious inference from the findings on efforts of GOFE towards building trust, indicate that more can yet be done by GOFE to achieve the development of trusting relationships with Youth. An implication of this is the possibility that the potentials for building trust is there, but the choice of strategy for GOFE representation on SNS – as Facebook –needs additional momentum to be able to attain trust. For example, it was initially expected to have found that GOFE adopts an enterprise corporate character in their communication strategy. The character that is trendy, cool, modern and exciting (Davies et al., 2004; Men & Tsai, 2015). It is somewhat surprising that GOFE did not have a clear corporate character relayed through their SNS strategy. Notwithstanding the lack of clear character, efforts were found in various directions leading to potential

competent, enterprise, and agreeable corporate characters as shown from the theme named Character. Additionally, unexpectedly, it was found that GOFE performance impression management and user satisfaction was mostly obvious through their response on technical issues. There are however other approaches on SNS that GOFE can use to build a stronger impression. A variety of perspectives on how to build impression were found in the theme on Impression, in which it was found that GOFE needs to further enhance their responses and considered the vitality of the content provided in their response.

In alignment to the above, views of GOFE interviews surfaced mainly in relation to the fact that the organisations are not being able to fully achieve trust through their SNS representation. One interviewee argued that there is no SNS maturity in the public sector of Egypt. In their response they argued: *“Social media sector in Egypt is not yet mature, especially the government sector is not yet mature”* The most striking thought of that is that the respondent has associated SNS representation maturity with potentials to achieve trust. This has perhaps indicated that trust is a higher lever achievement. Accordingly, for GOFE to achieve trust they need to cover the basics of establishing an SNS representation first, then target higher achievements such as trust. These basics could include, establishing a fan based, gaining traffic over their pages and ensuring a successful strategy of content. Therefore, it requires evidences to be perceived as achieved and thus they can move to further achieving goals like trust. In all cases, the respondents reported through the theme on Maturity a number of elements such as the Government being perceived as bureaucratic and lack of freedom of content creation that challenges their maturity, hence this was inferred to challenge their abilities to build trust. What stands out is a lack of centralisation and a lack of successful examples which indicates a weakness. This is due to the fact that in this study initial assumptions suggested that creating a model among public sector representation on SNS to be generalised (in the specific case) and having a central coordination unit are vital for enhancing representation of the overall Government. Consequently, these findings imply that current GOFE Facebook representation could have an impact on trust, as hypothesised. Yet, it is not ample. There are several possible explanations to this direction, amongst which is the focus on augmenting their SNS presence in order to reach maturity and to be able to seize further potentials on building trust. This is in addition to having central support to guide their directions.

With respect to evidence of trust from a users' perspective, the findings were found to also be conditional as with the efforts explained in the previous discussion. To explain, it

was found that from the view of users, relationship development and trust could occur, but they argue that there are a number of elements of strategy enhancements which must occur to GOFEs' approach on SNS. To demonstrate, one of the interviewees responded: *"Yet, I think that they need like I told you earlier, they need to customise, the more you customise the thing [sic], or cater the stuff to your fans, the more... um, I think they need to be more engaging and the stuff to be more um customised so people interact. I think they need more interaction than this with fans."* A possible explanation is that this occurred due to GOFE presence not reaching its maximum potential, this was echoed in the online behaviour and thoughts of users. It is also surprising that users did not provide a clear-cut perspective as obvious from the theme on Outcomes. With respect to relationship building, it was found possible, but Youth argued that the current strategies that GOFE are adopting to build relationship with audience can still be better. Yet some negative comments about GOFEs' relationship building effort were reported as a respondent stated: *"Them personally, I don't feel any effort. I feel they are communicating on behalf of something always. They are always the link between us and an event happening, between us and a course happening, I don't feel they are in charge of this. I feel they are just a middleman."* This is a sign that content strategy set by GOFE is too focused on just publicity and disregards important aspects such as genuinely producing content that aims beyond just advertising. To demonstrate, first, some organisations might be just sharing announcements of events and news within the ecosystem (cross sharing) rather than creating their own content. Second, some organisations might be producing only announcement like posts rather than posts that would trigger discussion.

When it came to trust in Government, some felt that it is possible, while others considered that GOFE is not the whole Government and thus trust is not likely to be generalised, as stated: *"Like I told you I am very happy to learn that the government is doing this great work. But I'm not sure I can trust the government based on that"* Interestingly, reoccurring ideas in this theme (Outcomes) have suggested ideas by respondents that could enhance the chances of GOFE in building relationships and trust. This was an unexpected finding and needs to be interpreted with caution. To justify, for some respondents these suggestions were thought of as a way to improve the chances of building relationship development and trust, but to other respondents these suggestions might have had limited or no significance in leading to relationship development and trust. Accordingly, the reason is possibly because of that these respondents recognise the power of the message delivered from GOFE pages with respect to empowerment through

entrepreneurship, however they don't find the current strategy strong enough to achieve an overall trust in government. This could be linked to the findings that show that Youth think there also other promising outcomes from such interaction. In support one respondent mentioned: *"I don't feel that my trust in Government will change but maybe um my attitude towards the Government could be better, I can look about [sic] the Government in a more positive way"*. Although, there is no direct link to the moderating role of interaction with GOFÉ in generating overall trust in government, but still GOFÉ was found to be a powerful player in influencing perception of the Government. This was even supported by GOFÉ as one staff member implied: *"Trust with us only not the whole Government."*

Turning now to what was found in Youth behaviour on the pages regarding trust. Unlike research conducted in this area, in this study only two out of the four indicators of users' trust were applicable to the context of investigation. Namely, engagement and evidence of favourable image were the only two that yield to some insights from users' behaviour on the pages that can be used for the purpose of understanding trust. Even the conclusions from those two dimensions should be read with caution due to the fact that controlled setting on the pages has hindered a complete, deep rooted, account of trust from users' perspective. Thus, these findings would seem to show that according to users' trust cannot yet be captured fully from the current way that GOFÉ chooses to interact and be represented on Facebook. Facebook data and interviews reflect an alignment that again, there is still more on the list of items that GOFÉ need to work on. This time though loss of control from GOFÉ was essential aside to other thoughts on strategy as implied.

Consequently, addressing this research question shows evidence that there are some areas that can improve chances and/or amplify abilities more towards achieving relationship development and trust. Outstandingly, from the users' perspective reduction of control over options to engage on the GOFÉ pages was found to be critical to such an objective. Accordingly, less restrictions on the pages are needed. Yet, trust efforts show that GOFÉ are a step closer to achieving so. It was clear that there are efforts, but these found to be incomplete. A possibility here could be that being on SNS already has helped create some chances of relationship development and trust, due to its conversation infusion nature (Hofmann et al., 2013; Sáez-Martín et al., 2014) and its purpose of creating connections (McIntyre, 2014), even if there are not prioritised by the organisation. This is despite an argument by previous work, that being present is not enough (Haro-de-Rosario et al., 2018). Another reason could be the novelty of these pages, which implies still not being

fully mature, and hence not yet fully being able to build on trust. So, whilst previous work has linked SNS presence to trust (Azab & ElSherif, 2018; Song & Lee, 2016), this study shows little or cautious agreement to this idea. That was similar to the findings of Abdelsalam et al. (2013) in their work on Egyptian Government social media use. They found that Egyptian government need to focus on providing better service first, then trust will be created. Nonetheless, this current study argues that GOFE intended publicity and so trust was not profound. Consequently, this study offers an argument, that it's not just publicity, it's a number of decisions that the organisation take that could lead to trust as well. These include, initially intending to build relationships and trust and embrace a loss of control over engagement online. The next few paragraphs position the findings of Research Question Three in the realm of previous work.

With regards to the role of topic. As highlighted earlier, the initial proposition for the role of topic in leading to positive relational outcomes like trust was not supported. However, the role of the topic and the customer centric strategy were both found critical to establishing this particular GOFE presence on Facebook. This was found to be attributed to the concept of government 2.0 which implied a focus on the customer, as discussed by Meijer et al. (2012). This was found to be in line with work of other scholars like Song and Lee (2016), where SNS presence was linked to trust. Although there is a perception about influence for the topic discussed on these pages on the overall representation of GOFE on SNS, only limited studies are available in literature about the emphasis on a particular topic like that in this current study. Nonetheless, previous studies has highlighted an importance for the role of the message (Price et al., 2015) and in particular the message theme and the context of the message (Chauhan & Pillai, 2013). Additionally, the topic was found to have a role in driving for engagement. Whilst this is not supportive of the initial assumptions of its' link to relationship development and trust, nevertheless, engagement was linked to trust in previous studies like that of Brodie and Juric (2018). This research has attributed a prominent role for the topic with the support of (i) the support of topic in creating GOFE presence on Facebook and (ii) importance of the message theme and (iii) its role in creating engagement.

With respect to trust from the organisation perspective, after evaluating the corporate character of GOFE SNS pages, it was found that there is no one clear corporate character. However, what was found was rather a mixture of three. It seems possible that these results are due to the fact that there is no central coordination and an agreed-on approach to a display a corporate character. It may also be that GOFE are more focused on what

they have to offer than the overall corporate character. Findings indicate that the strategic intent and observed behaviours of GOFE on SNS indicate a publicity focus that aims at service promotion. As discussed by Wang et al. (2009) a brand personality is more about the product level. It could be that GOFE are on SNS to add a human aspect to their brand for example, instead of introducing a corporate level character. This is even supported by GOFEs' view on being customer and service centric. Further to this, previous work indicates that agreeable corporate characters were the most significant to impact engagement and relationships (Men & Tsai, 2015). Findings from the current study demonstrate very slight evidence towards agreeable corporate character. Hence, it is important to note that evidence regarding the corporate character indicated weak significance to the influence of this scale as determinant of trust in this context of GOFE communication. Yet, the findings on corporate characters have allowed for a deeper understanding of how GOFE goes about building its presence on SNS.

Furthermore, impression management was used with a purpose of scrutinising GOFE effort in achieving trust. It could conceivably be noted that GOFEs' concentration was found to be focused on tackling negative content on technical issues as their approach towards ensuring a satisfied customer. Previous studies have outlined the importance of customer service for impression management like the work of Benthaus et al. (2016). Nonetheless, other studies have included strategies beyond tackling negative content to approach impression management. For instance, creation of content that can be shared, listening to what audience are saying, and following up on ideas that emerged as outlined by Dijkmans et al. (2015). This is a good method to explain why Facebook data from the current study suggests that more interaction is needed, and more attention needs to be paid to the content, which is also in line with Chauhan and Pillai (2013) with regards to the importance of the content and Labrecque (2014) concerning interaction. Also, as implied by GOFE, interaction might have not been necessarily intended as reflected: *"We use this to make sure we only talk to those who are interested to talk not to those who are there to waste time"*.

Whilst the aforementioned paragraph shows that tackling inquiries by customers on technical issues could be one of the many options that GOFE needs to adopt for impression management, previous work argues that this strategy is found vital. To elaborate, resolving users' inquiries in a timely manner, was linked to impression management through SNS strategy (Benthaus et al., 2016). In fact, Benthaus et al., argued that companies can choose between assertive or defensive tactics to influence public

perception. Amid this discussion, it can be inferred that GOFE possibly went for defensive strategy where they choose to defend the negative thoughts that the users created. There has been, however, a general implication from the discussion with Youth that shows that there is more to be done by GOFE regarding their presence. Unlike corporate characters what was found in studying impression management is a profounder evidence regarding GOFEs' strategy towards achieving trust. A principle suggestion would therefore be that GOFE considers complementing their current impression management strategies with more assertive approaches.

Returning to the subject of maturity. Another interesting discussion with respect to what GOFE are performing on SNS pro achieving trust, is related to the notion of the maturity of GOFE presence. One of the most significant contributions is the link that interviews provided between trust and maturity. No depth about the concept of maturity were achieved from this study, but instead what contributed to the lack of maturity was discovered. It is important to note here that maturity could imply that they have not reached the best possible optimisation of the platform like the discussion earlier in Research Question one. Social media tools are believed to enhance abilities of companies in further progressing in the maturity level, this was specifically found in previous work like Benthaus et al. (2016). Alternatively, it could be associated to open government maturity models. Although, this study has aimed to understand the current presence of the Egyptian Government on SNS and was not interested in investigating the presence against the open government maturity model, findings indicate relevant contributions of the maturity model in relationship to the findings. More specifically one of the challenges of an open government mature model was found to be building trust (Lee & Kwak, 2012).

Regarding what was found to challenge maturity, no matter how effective organisations are in communication, digital skills are an essential barrier. This relates to arguments by Cuervo and Vázquez (2013) over the fact that digital skills enable e-participation and is also in line with the concept of Internet Self Efficacy. For example, previous work has outlined the role of effort expectancy (Sun et al., 2014) and confidence in abilities (Wang et al., 2015). Most importantly, the findings sustain the hypothesised idea in this study, the crucial role for a central unit to coordinate communicate, as one interview stated: *'Zero coordination between government and us, nope nothing.'* This is in line with recommendations on having a dedicated communication unit (Falco & Kleinhans, 2018) to coordinate and develop a consistent image. Whilst GOFE represent different organisations, it is still claimed that a central unit will reduce much of the impact of

elements that challenge the maturity of presence in SNS. Also work like that of Zhang and Xiao (2017) supports how top management support is very important for government social media presence. In Egypt there is a Supreme Council for Media Regulation one that is chartered in 2016 according to their website: <http://scm.gov.eg/> to ensure standards for digital media. This structure was not mentioned by any GOFE interview to be in contact with them regarding their work on SNS representation. To support this one interviewee mentioned co-ordination only with their founding ministry as they stated: *“On the level of the ministry yes sometimes. Sometimes we coordinate the message and appeal in certain campaigns”*. Whilst this unit is there to provide the guidance, there seems to be a question regarding its influence on organisations such as GOFE.

One approach to understand the lack of role for the central unit could be through the lens of the theory of self-censorship. As argued previously by the researcher in the discussion of the second research question, self-censorship could be a reason for control over engagement and lack of maturity. Also, the researcher argues that self-censorship could be a reason for the lack of an obvious role for the central unit. According to Sleeper et al., (2013), the reasons for choosing to self-censor content on SNS could be due to first, wanting to prevent discussions or arguments. Second, self-censorship could be due to the desire to manage representation to audience. On the other hand, self-censorship was found to have negative impact on the society (Bar-Tal, 2017). This is due to the reason that it blocks information that could rather be better shared for the benefit of the society. Censorship on SNS can also be government driven or citizen driven. To elaborate, the 2016 attempt of Turkish coup is a clear evidence of government led censorship and self-censorship on SNS (Tanash, 2017). Previous research argue that self-censorship can be useful in certain situations like those when the information shared can harm the society. For instance, when the information is on matters like that of a nations security (Bar-Tal, 2017). Having looked at how GOFE have performed, next, the position of Youth is elaborated on.

The users' perspective has provided a complete understanding of the interaction online. In this study relationship development and trust from a users' perspective was found to be conditional to suggestions that the users have provided to the organisations in order to enhance their presence. Overall and through the various parts of Youth discussions regarding their opinions of GOFE SNS representations, a list of elements of improvements was discussed as shown in Table 7.5 at the end of the chapter. This could be aligned to previous work that has found mediating roles in studying use and

engagement on social media (Labrecque, 2014; Xiao et al., 2014). The suggested list of improvement could also be related to maturity or can simply be considered as a feedback mechanism that has interfered with thoughts of Youth on relationship development and trust. Additionally, the hypothesised idea of generating a generalisable form of favourable relationship and trust between Youth and GOFE and so the Government, has not met general agreement. As one respondent mentioned: *“Again, um, it not related to the overall Government. It’s mainly the GOFE trying to do the work that it should be doing”* Unlike the work of Kim et al. (2015), who indicated a positive relationship between satisfaction in agency and overall Government. Similarly, Park et al. (2015) placed trust in agency in investigating the role of SNS on trust in Government. In a way, the range of opinions found could indicate the power played by other factors not considered in the current study. These could be ideology, background, specific past experience with Government, which could influence the topic of interest in this research.

One unanticipated finding was that the hypothesised determinants of users trust through Facebook data in this thesis were not able to achieve the desired investigation. Accordingly, this study was not able to entirely study trust from a user perspective through Facebook data. To further elaborate, network size unlike the work of Riedl et al. (2013) was not found to be applicable to the context of this investigation. Also, with regards to specific content, the conversations found on the pages did not offer potential for this element. Perhaps due to the publicity-based focus and less interactive approach of GOFE. Nonetheless the use of engagement similar to the direction of previous work of other scholars (e.g. Brodie & Juric, 2018; Men & Tsai, 2015; Muntinga et al., 2011) and favourable image (Park et al., 2015), were not fully captured due to page settings.

This study contributes to previous research like Parsons and Rowling (2015) and Peters et al. (2010) that indicated a need for a loss of control in communicating on SNS in order to gain the benefits. In essence, this study contributes that page settings are essential elements of the model. Further to that, those page settings do imply that to date GOFE fear negative comments and consequently the impact of these on their image on SNS. Also, in support, GOFE could be cautious in praising interactivity as implied by one GOFE interview: *“But honestly it is two faces of the same coin. What happens a lot is that some people have problems and complaints, if we can’t handle this very carefully online, a big problem in terms of our reputation and presence happens”* This was previously discussed in other studies, where challenges like loss of control and reputational risks (Parsons & Rowling, 2015) resulted from social media. Also, the work of Harris and

Harrigan (2015) confirmed the challenge of loss of control in relationship building on SNS. As a last point, perhaps these fears of loss of control are a major contribution to GOFEs' defensive tactics and no full optimisation of the use of SNS platforms. But, these in return continue to lead to stereotyping and harm their presence as noted: *“Because we always face a problem. They find us as a Government organisation and when they find so they lose trust”* In fact, GOFE needs to embrace the feedback from users, and to start looking at Youth as co-producers as discussed by Falco and Kleinhans (2018). Consequently, the fear over reputation from negative content might not be as critical as perceived by GOFE, indeed previous work has found that negative users' mood gets them contributing more to the discussion (Sáez-Martín et al., 2014). By doing so, this study contributes original thought on what can help to create influence. To further elaborate, previous work has highlighted environmental and organisational (Zhang & Xiao, 2017) elements coupled with the political context (Tolbert et al. (2008), all of which seem influential. However, this study adds elements around topic and users which could have additional influential aspects.

7.4 Summary

As a conclusion, this chapter offers compelling thoughts on the findings of the research questions from the three sources of data. Finally, for the purpose of clarity, the researcher presents a conceptual model in Figure 7.1. This representation offers a visualisation of the extracted concepts and themes from the three sources of data in this study. To elaborate, the image integrates first, the main direction of this study that embraces the role of strategic intent, perceived behaviour and observed behaviour presented in Figure 3.2. Second, the conceptual model presents the themes extracted with relevance to those initial pillars of the investigation presented in Figure 3.2 in investigating for relationship and trust. To further demonstrate, the figure demonstrates the themes extracted from the respective source of data. This approach provides a conceptualisation of the elements that contribute to relationship development in accordance with the strategic intent of the organisation from being on SNS, the observed behaviours of the organisations on SNS and the perception of their behaviour by their target audience. Therefore, Figure 7.1 provides a significant highlight to the theoretical contribution of this study and serves as a departure point for future studies.

The discussion on Research Question One demonstrates how the data was able to provide a characteristic of the presence of GOFE on Facebook, where Youth are their primary target audience. It has also identified the direction of GOFE in its presence on SNS, with

respect to objectives. Meanwhile, it has offered challenges regarding brand development and knowledge of GOFE. Specifically, findings reflect how the brand is still in its process of being developed and the knowledge of GOFE in terms of strategies and relational outcomes was found not fully developed either.

The discussion of Research Question Two indicated the limitations within the current study in investigating engagement on GOFE Facebook pages, it has placed a foregrounding weight to the role of the topic, entrepreneurship, in driving user engagement as opposed to other ideas such as staying connected with the organisations. Additionally, the outcomes of engagement were found to be both positive and negative, with a substantial amount of feedback from users on how GOFE can improve its presence.

Research Question Three, has been explored through multiple lenses, and developed a critical discussion interesting discussion. For instance, the entrepreneurship topic was not linked directly to trust, yet, was still found to have a valuable position in the conversation. As regards to trust being looked at from GOFEs' effort towards achieving so, it was clear how the strategy of going online needs to gain more momentum. Consequently, the maturity of GOFE presence on SNS was found to be a challenge. With regards to what was found from a users' perspective, it was alluring to find that data provided insights from the users on how GOFE can improve its presence, whether they were for, or against, the potentials for relationship development and trust. Unfortunately, no direct link was established to GOFEs' moderating role in overall trust in Government, however, the message sent by those organisations was found incremental to other positive outcomes. Hence, the moderating role of topic and agency were not of absolute certainty, yet, still the results of the study were successful in explaining their valuable contribution in the communication process investigated. As a final note, positive sentiments as implied by the quote below, perhaps provide the understanding of what strong potentials such GOFE SNS presence have on the image of the Egyptian Government.

“Yes of course. Something like this makes me feel the Government really want to support Youth and to embrace new ideas. Initiatives like this make me happier with the Government.” (Youth Six)

Figure 7.1 Conceptual Model

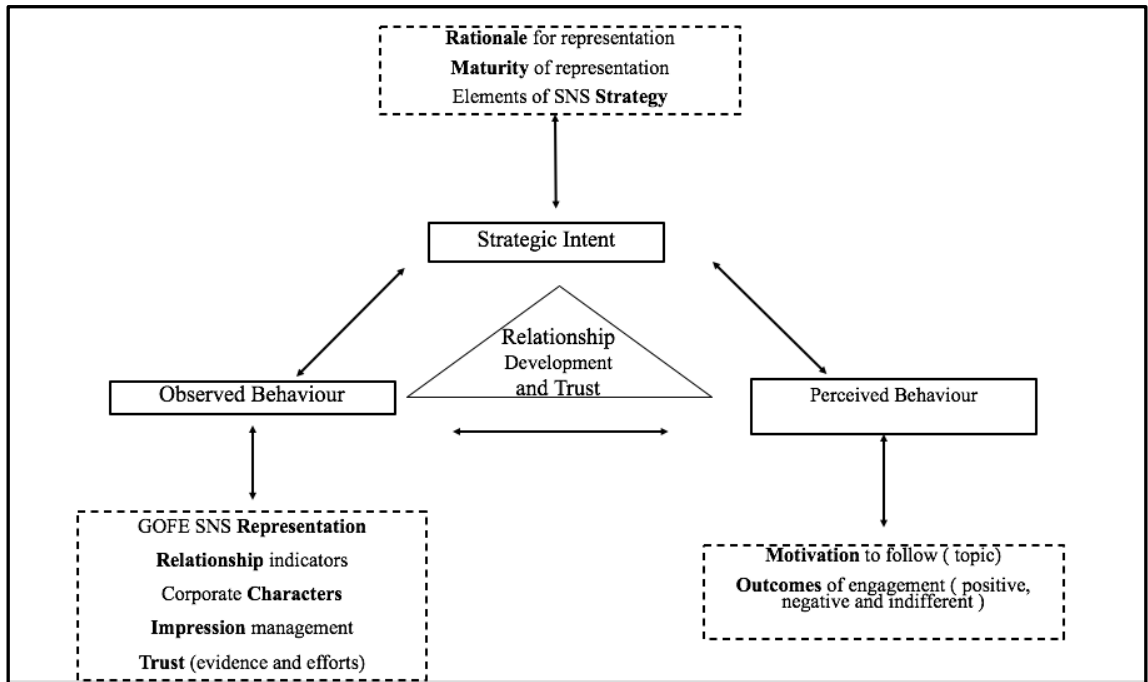


Table 7.4 Significant Narrative on the Main Propositions of the Study

Study propositions	Narrative
GOFE (agency) has a vital role in building relationships between Government and Youth	<p><i>“Trust with us only not the whole Government.” (GOFE Three)</i></p> <p><i>“Yes of course. Something like this makes me feel the Government really want to support Youth and to embrace new ideas. Initiatives like this make me happier with the Government.” (Youth Six)</i></p>
Entrepreneurship (topic) has a vital role in studying relationship between Government and Youth	<p><i>“Vital and of growing interest. Not only to Youth but the whole economy.” (GOFE Three)</i></p> <p><i>Also, I think Egypt generally is interested now in the topic of entrepreneurship very much. I was in an event and so some ministers supporting the topic. I feel there is an “appetite” for this in Egypt really. So, I follow the page I’m staying basically tuned. Maybe learn of any opportunities that I can make use of.” (Youth Ten)</i></p>

<p>Investigation of GOFE representation on Facebook</p>	<p><i>“They um, don’t go out of comfort zone. so, it’s not really strategy, it’s what he understood that is what he will do!” (GOFE One)</i></p> <p><i>“But conversation is not on all pages and some don’t provide no more than information” (Youth One)</i></p>
<p>Relationship development and trust possibilities through SNS interaction</p>	<p><i>“Yes, it will but is going to take time because we are not mature in the social media area. We will only be able to build that when organisation are mature in social media. social media sector in Egypt is not yet mature” (GOFE One)</i></p> <p><i>“Like I told you I am very happy to learn that the Government is doing this great work. But I’m not sure I can trust the Government based on that” (Youth Two)</i></p>
<p>Youth (target audience)</p>	<p><i>“Youth, the most powerful public opinion crowds in Egypt are those below 40 years old.” (GOFE One)</i></p>

Table 7.5 Youth Narratives on How GOFE Can Enhance Presence on Facebook

Item	Description	Support
Discussion of Policy	Suggestions of content on entrepreneurship policy to be presented by GOFE on Facebook	<i>I mean instead of just focusing on what this minster did or so, I need updates on the debates. The conversation on policy is very good” (Youth Five)</i>
Discussion of law	Suggestions of content ideas with respect to legalities of start-ups to be presented by GOFE on Facebook	<i>“They should make use of their followers for live streams on new laws or so.” (Youth Ten)</i>
Wider domains	Suggested services (competitions, training, funding...etc.) support to a wider range of domains in entrepreneurship	<i>“They need new topics. More topics. Most of their posts are in the field of business, arts and medicine. They need to expand that.” (Youth Two)</i>
Adequate announcing	Users need announcements of different events or services to be announced in adequate time and not on short notice	<i>However, when I find that I am sitting for long time before and then two days before the competition I find an email from the organisation saying, “hey two more day only left for you to apply”. (Youth 12)</i>
Passion	Users are more excited for an infused spirit of more passionate representation by GOFE	<i>“Well honestly, I don’t think they are trying to do so. I really never feel that whomever is working on this page is passionate about it at all” (Youth Ten)</i>

Improved content	Users' suggestions for an improved content that is not superficial, news based or boring	<i>"Content is not only boring it is um, I don't know how to say this, I feel there is nothing new about it. Yes, there is no creative content. No enough research behind the posts, it's just news, they keep sharing news and news and news (Youth Ten)</i>
Attention to user comments	Users' suggestions for tackling the user's response and not leaving them unattended to	<i>"No because many times, maybe not only my comments, others leave comments and I don't find any response" (Youth Eight)</i>
More outreach	More publicity and a larger network/fan base	<i>"But the biggest problems between Government and the citizens is that they offer opportunities, but people don't know about it (Youth Eleven)</i>
Customisation	Users' implication that content is too generic an more focus is suggested for interaction	<i>"the more you customise the thing, or cater the stuff to your fans, the more... um, I think they need to be more engaging and the stuff to be more um customised, so people interact. "(Youth 14)</i>
Integrating the website in the model	More depth is needed. Websites were recommended for that which implies a more integrated website-Facebook model	<i>"Maybe the websites would. So, the less details the less engaged and less relationships" (Youth Nine)</i>

Time	Acknowledging that the brand is still in progress and that time could improve how interaction occurs	<i>“Maybe on the long run in the[sic] case of all connections I got through them was successful, but if many times I find that through them the things were not that beneficial, I’ll stop looking at things through them.” (Youth Eight)</i>
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Chapter 8 **Reflections And Conclusion**

“When we change the way we communicate, we change society” Shirky (2009)

8.1 **Overview of the research**

This study is based on the idea that the revolution in communication offered by social media platforms promises changes to the society. Crucially this study has demonstrated that SNS is fast becoming a key instrument in citizen government communications in the Egyptian context. Additionally, it exhibits the impact of SNS on relationship development and trust in the Egyptian context. Drawing on the literature from different disciplines this study has provided a unique background to the approach of the investigation and the research objectives as shown in Chapter Two. For instance, developed theories in the study on Political Marketing, Public Policy Marketing and Government studies have provided valuable insights. Further to that, a large volume of theoretical support was found in the area of Social Capital Theory especially in the process of SNS investigation in general. In addition, much of the current literature on trust, played an important role in the investigation at hand. In Chapter Three, the three research questions were designed with their subsequent objectives as reflected in Table 3.2. These were based on the main pillars of the investigation, the producer, the user and the content of the context investigated on SNS. The process composed of four research phases was carried out as explained in section 3.6 and has provided insights into the areas of interest, through three sources of data, Youth (users) interviews, GOFE (producer) interviews, and Facebook Content (online observation).

Five different organisations were chosen from the sample for the study as explained in Chapter Three (Phase One in section 3.6.1) and Appendix A. Facebook was chosen as the SNS platform of investigation for the current study. The online content found on the Facebook pages was analysed through a framework designed with respect to research objectives as outlined in Chapter Four. The framework provided valuable insights as reflected in Chapter Five. More strength to the insights from the framework was contributed when the findings from the online data were integrated with the findings from the Interviews with users and the organisation representatives. The interviews were used to collect the insights from the users and organisations, and the themes which were extracted are discussed in Chapter Six. The three sets of data were brought together by exploring alignment between the themes (see Table 7.1 in Chapter Seven for a summary) to explore a response to the research. The further paragraphs explain the major findings

from this thesis. More specifically they reflect on what this study has been able to achieve and what was considered a challenge. Furthermore, the remaining part of the chapter reflects on contributions, limitations and future studies.

8.1.1 Major Findings

This section is designed to outline the major findings of this thesis in four main points as follows:

- New pages, not yet mature.

A significant aspect of this study is resembled in the approach adapted by GOFÉ in creating an SNS representation and their communication objectives. Perhaps one of the most significant findings is the fact that results indicated immaturity of the pages as they were new and need to be developed by time. Whilst interesting characteristics with respect to the GOFÉ brand on Facebook was extracted as shown in Table 7.3, evidence indicated that the brands are still in development and maturity was not achieved. This was significantly supported by previous research that indicated that SNS use by Egyptian Government has witnessed its' proliferation only after the January 2011 revolution (Abdelsalam et al., 2013), except for one page which occurs to be one of our sample of GOFÉ. Whereas the study of Abdelsalam et al indicate that the year 2011 was a turning point, the current study has proved that even to date (i.e. eight years post the revolution) the proliferation of use of SNS in the Government is still in not fully achieved. Nevertheless, the findings of Abdelsalam et al also indicates that GOFÉ could be pioneers in Egyptian Government social media presence. Outcomes of being present serviced the realm of publicity. This has reflected that; there is a possibility of weak staff awareness regarding developing relationships with target audience on SNS platforms, specifically due to the fact that publicity is one of the public relationship models as per Grunig and Hunt (1984). A correlation to the lack of awareness could be due to the lack of linkage to a central unit as discussed in Chapter Seven. A note of caution was found in place due to the fact that the researcher was able to find that a central unit for such coordination was found to be existing in the Egyptian Government. In support a study by Zhang and Xiao (2017) have found that top management support was found to be the most significant contributor to social media assimilation by government. In accordance with the present results, previous studies show that governments are still trapped in using one-way communication on social media (Falco & Kleinhans, 2018). In fact, previous research implied that dialogue is better than a top-down approach of communication (Gregory,

2018). As expected, one-way communication was the most frequent form of communication form on the SNS platform. Contrary to expectation, when asked specifically about outcomes from being present on SNS, GOFE did not have aspirations beyond publicity and promotion. However, other discussions revealed that they acknowledge about the importance of SNS for relationship development with target audience. In addition to this, as expected the knowledge of the team was limited since they did not relate publicity to relational outcomes. Hence the gap expected between intentions and outcomes was present.

Relationship development was not found to be among the communication objectives of GOFE. However, the findings of this study presents weak evidence of relationship development intent in the strategy adopted by GOFE on SNS. This could be explained by the structural design of Facebook, which embeds networking, connections and relationships at its core. Therefore, the organisations could have benefited from the fact that Facebook embeds relationships building in its design, hence employed weak efforts regarding relationship development with target audience, without actually intending to achieve so. Even though previous research has argued that being just present on social media is not enough (Spurrell, 2012), at a point in time where social media proliferation was still at its' rise. Hence it is mostly obvious that GOFE managed to reach benefits from the structural design of SNS. In fact, Youth have strongly indicated that GOFE still have effort to exert regarding optimising their presence on SNS. Youth opinions with respect to the fact that more effort is needed from GOFE in building an SNS presence was despite being positive or negative towards the agency and overall Government. Another explanation for GOFE SNS presence not being fully optimised could be due to the publicity approach in creating strategy as expressed by GOFE staff. Hofmann et al. (2013) also confirm that agencies in governments are still using one-way communications. Hence, the aforementioned discussion indicates that GOFE are not yet fully utilising the resources of connectivity offered by SNS platform to optimise their representation.

Nonetheless, this study has provided the characteristics of the GOFE presence on Facebook (Table 7.3), despite the discussion above regarding the notion that GOFE SNS presence is still being in development. The elements found essential for GOFE presence on SNS provides interesting insights into how the GOFE brand has potentials in the digital platform. The elements extracted from Facebook data offered a category of brand elements that were found to be important in GOFE representation. Interestingly, for GOFE staff it was mainly about being able to tackle perception of their organisations,

most importantly their aspiration for sending a strong message on supporting entrepreneurship and Youth. Yet, still, it can be inferred from the Facebook extracted data that actual presence does require careful attention to basic brand elements like logo and page description, however elements beyond basic, such as conversations between Youth and GOFE for instance, did indicate that the pages are not fully optimised. Amid this discussion, the findings of the first research question were successful in realising the first two objectives of this investigation. In a nutshell, this research was successful in providing an understanding of this group of organisations (non-ministerial), which are not in particular focused on in previous studies, how are they presented on Facebook and what they have intended from being so.

- Loss of control of GOFE over engagement is critical.

With respect to engagement, an eminent component of a large number of studies, it was essential to understand what drives users to engage with GOFE pages and what the potential outcomes of this are. The most obvious findings regarding engagement was that of a loss of control of GOFE over engagement on Facebook. This was found to come in line with Parsons and Rowling (2015) as they discussed potential risks on reputation from joining SNS. Also, the notion of self-censorship provides rationale for the lack of a fully engaging strategy from the side of GOFE as presented in Chapter Seven (See the work of Lampinen (2011), Sleeper et al., (2013), Bar-Tal (2017)). This need for loss of control was explained by the responses of the users and the Facebook data. For instance, the users explained how they need more engaging content from the organisations. In fact, just looking at social media as an additional channel could have an adverse influence on an organisation's image. Also, the online behaviour of users in terms of engagement could not be fully studied due to control posed by the organisation on the page. Consequently, page settings are important to consider in a similar investigation. Nevertheless, the users were found to adopt both reactive and proactive behaviours on the pages. This is in support to previous work like Haro-de-Rosario et al. (2018) which reflect that users do not really participate and that they tend to be more passive engagers. Further to this, it is important to note that the Government need to keep supporting the topic of entrepreneurship, this was found to be vital. To further elaborate, the main driver of Youth engagement to those pages was found to be the topic of entrepreneurship. Other motives to join GOFE SNS pages included, First, staying updated with government efforts in the field. Second, Youth join to stay updated about convenient conditions, requirements, regulations, laws and policy for being entrepreneurs in Egypt. In that sense, there was

strength attribution to the notion of the topic of entrepreneurship in understanding the determinant of Youth use of GOFE Facebook pages. Additionally, Public policy and laws with respect to the entrepreneurial ecosystem were found common in Youth response. Consequently, this area of scope, is very vital for The Egyptian Government considerations in aspiring to develop relationship and trust with Youth in Egypt. This vitality was found to be in line with the Egyptian President's support to entrepreneurs as clear from his speech in the African Youth Platforms (Egypt Today, 2018). Indeed, The Government has placed a substantial weight for entrepreneurship in Youth Events (see <https://wyfegypt.com/arab-and-african-youth-platform/>). Although, previous findings show that Twitter when compared to Facebook could be better for small communities focused on specific topics (Gao & Lee, 2017), the findings from this thesis established how Facebook has managed to embrace a community of Youth and Government communication on a specific niche area.

The results of this study show that outcomes of engagement between Youth and GOFE could be both positive and negative. Amongst the positive outcomes, the most significant finding was considered as the development of users' positive perceptions of the organisations and the Government. However, some users joined the pages with initial expectations about what to find on the page. Hence, some users had feedback for improvement of presence that could be accomplished by GOFE. Most importantly, they aspired for more discussion on the pages. The users stated a solid feedback about elements of improvement for GOFE representation, regardless of whether their opinions were positive or negative about the outcomes of engagement with GOFE. In accordance with the feedback, it is important to note that GOFE needs more interaction, because high activity will not lead to engagement, unlike what would come from higher interactivity (Haro-de-Rosario et al., 2018). Additionally, according to previous study of Falco and Kleinhans (2018), GOFE are still considered to be in their first level of relationship with citizens, in other words, just performing one-way communication with their target audience. Accordingly, the second research question has provided a contribution to the main driver of engagement between Youth and GOFE, the topic, entrepreneurship. Moreover, it enabled a confirmation that both positive and negative outcomes of engagement could occur, whereas outcomes are not necessarily relational. Despite the fact that engagement behaviours of Youth on the pages could not be fully observed for, the current investigation has considered the implications of the page settings created by GOFE in the findings. In the light of those significant results, the study has provided a

strong confirmation about the reality of a serious loss over engagement control by GOFE. Therefore, more engagement needs to be allowed by GOFE on their Facebook pages. In addition to this, as it has been highlighted in the first research question, the need for more conversation to be enabled on the platform was also confirmed from this research question. On a final note, whilst the objectives about comprehension of engagement on those pages was difficult to be achieved realistically, interesting conclusions about engagement was still extracted as discussed above.

- It is not wrong to focus on promoting services, yet, that is only one element of it all.

Trust is an essential element of this study. According to OECD (2019) “Trust in institutions is important for the success of many government policies, programmes and regulations that depend on cooperation and compliance of citizens.” Social media is seen as an opportunity to increase citizen’s trust in government generally and in Egypt specifically (Azab & ElSherif, 2018). Overall, the idea of achieving trust through SNS interaction was not denied though the findings. In the third research question, the focus was mainly on relationship development and trust, the cornerstones of this investigation. In fact, the overall results established the necessity for GOFE to accelerate its presence on Facebook pages. Regarding the current conditions, achievement of trust through their representation is not impossible. Actually, it is argued that being present on Facebook in the first place allowed GOFE to reap its first rewards towards achieving trust. However, because social media is not only about being “simply present” (Haro-de-Rosario et al., 2018), but also maturity needs to be addressed carefully. Initially, the findings of this study indicate that maturity of SNS representation was found to be correlated to establishing trust between the organisation and its audience. Secondly, this study was able to conclude that elements that create barriers to maturity in SNS representation would hinder GOFE from achieving trust with its target audience. Consequently, the author believes that an approach towards creating trust between GOFE and their target audience through SNS communication would be through establishing a further optimised presence on SNS. An important consideration would be the utilisation of the already existing central unit in overcoming many of the mentioned maturity issues like lack of centralisation, lack of successful examples, stereotyping, bureaucracy, freedom of content and audience literacy skills. Falco and Kleinhans (2018) also confirms the importance on the regulation of social media use by the government. Originally this study was set out with a hypothesis that both the topic being discussed (entrepreneurship) and the agency (GOFE) have influential roles on overall trust in Government. The findings of the third

research question enable a serious reflection on the powerful role of entrepreneurship and GOFE in the communities being investigated.

- GOFE are not far from becoming a generalisable model of SNS representation.

With regards to topic and agency role findings contribute to the development of initial assumptions about these two notions in the current investigations. First, GOFE was found to be genuinely interested in the topic and supporting its ecosystem. It was even suggested that the use of the topic could help send the message that the Government is willing to support the entrepreneurial platform. Furthermore, for Youth, the interest in the topic was found to be the main motive for them to join the pages as compared to other reasons such as joining to stay updated with Government efforts or joining to create connections. Youth also reflected that finding the Government offering services to support this particular topic, signalled positive perceptions of the Government. Previous studies have linked presence and engagement to trust (Azab & ElSherif, 2018; Brodie & Juric, 2018). Accordingly, a positive contribution to the role of topic in investigating the interaction between Youth and GOFE on Facebook was established. Second, with respect to agency, findings indicated that GOFE play a significant representative role to the Egyptian Government. Nonetheless, the role of agency in moderating trust was not fully supported. To further explain, some users found their agreement to be conditional. In other words, they have provided detailed ideas on how to strengthen the relationship with them and generate trust. The ideas did not disagree about potentials of GOFE in developing trust but provided useful offers about how trust in agency can be realised they did not disagree, but rather offered how this could happen. On the contrary some users acknowledged relationship development and trust on the agency level only. In other words, they did not confirm that their thoughts and perceptions of GOFE can be generalised to the overall Government. Yet still overall findings did show how the Youth developed positive thoughts about the Egyptian Government through their interaction with GOFE on Facebook. This was either due to the support of the topic or the offers to supporting such a youthful platform. Indeed, it could also be linked to services offered rather than efforts towards trust as indicated by Abdelghaffar and Magdy (2012). In point of fact, their findings on Egypt highlighted that the Government needs to work on offering significant services and as a result trust would occur. Therefore, despite the confirmation of the significant role of GOFE in representing the Government through their Facebook presence, there was no full confirmation on the role of agency in generating overall trust in the Government.

In the realm of the aforementioned discussion, it is important to note that some of the elements that were designed in this research to investigate trust through Facebook data have proved to be not pragmatic in providing an understanding of trust in this context. For instance, these elements such as engagement, network size and specific content. On the other hand, impression management strategies offered better insights into how GOFE are keen to respond to their audience. Indeed, the impression management strategy followed by GOFE in their Facebook presence stipulates that GOFE are one step closer towards achieving trust. In studying trust, it is important to note that one of the most interesting findings is that this research was able to extract the conditions that users have expressed to be vital for consideration by GOFE in order to achieve their desired outcomes as summarised in Table 7.5 of Chapter Seven. These were expressed by the users in the form of feedback on improving presence. Moreover, the staff of GOFE interviewed offered conditions that they believe are essential to fulfil a more optimised presence and achieve the desired outcomes of their representation. Accordingly, the input from both sides signals the potential of the value of co-production. In marketing theory, co-production is seen as involving the consumers in value creating to improve the propositions of companies (Ordanini & Pasini, 2008). This coproduction approach is found to be in line with arguments like that of Falco and Kleinhans (2018), who state that governments and citizens need two-way interaction on social media and much better use of one another for an improved public service. Fundamentally, GOFE are not far from becoming a generalisable model of online representation.

For Egypt, this study drew on a context of Youth, GOFE, Facebook and entrepreneurship, these offer a high degree of potential change to current status. Context was found to be important in previous work, for instance, Zhang and Xiao (2017) have discussed the impact of environmental and organisational context in the area of social media assimilation. Also, research has reflected that the political context has an impact. To explain, Tolbert et al. (2008) discusses the impact of government ideology on e-government. Accordingly, with the Egyptian Government being theoretically conservative, this could have an impact on its SNS presence. One major argument contributed by this study is that the investigation of Government use of SNS is purely contextual. A number of factors have provided a special context to this current study and could have had an impact on the investigation. These are, the country being Egypt, its' history of Government – Citizen relationship, its economic conditions, its citizens, the topic discussed and the time of data collection. Yet, also this study expands on the notion

of context, since ideas such as topic and target audience were found incremental to the process studied. Therefore, for instance, entrepreneurship as a topic could have led to mixed thoughts, because users are optimistic about it as a promising future, but still their predetermined perceptions of the Government interfere. Additionally, previous studies have mentioned the mood of the citizens could have an influence (Haro-de-Rosario et al., 2018), the more negative, the more contributing they are. In addition to that, the time, 2011 opened new chances of better relationships, but 2017-2019 marks the end of a presidential era, as a matter of fact Egypt has witnessed in 2019 a referendum on a proposed constitutional change, which might contribute to the thought's Youth have about Government more generally. Hence this could have influenced the findings of the current study.

8.2 Contributions

From a theoretical perspective, this study has contributed to the growing literature on SNS. Several theoretical lenses (e.g. Political Marketing, Social Capital, Trust, Public Relations) and disciplines (e.g. media, marketing, government studies) were incorporated in this study. Essentially, this study is amongst the few studies that focuses on presenting a holistic approach to the communication context investigated by focusing on the organisation, the users and the platform. First, the strategic intent of GOFE to be present on SNS is explored. Second, the observed behaviour of GOFE SNS representation is investigated. Third, the perceived behaviour of GOFE by Youth is explored. Additionally, from a practical perspective this study is among the first to provide practical insights that assists the Egyptian Government in optimising its overall SNS representation. Furthermore, the findings provide significant implication for policy makers by revealing the expectations of Youth with regards to the communication of policy on SNS, especially in the field of entrepreneurship. Based on the aforementioned discussion, the researcher proposes that the contributions of this study to the field can be discussed through the five areas listed below.

- Placing Marketing theory at the essence of a digital investigation.

Overall in adopting a non-traditional approach to media studies, this study has enriched the marketing theories such as Political Marketing, Relationship Marketing and Public Policy Marketing. First, with regards to Political Marketing theory, this study has contributed by expanding on its applications beyond elections as argued for by previous scholars like Newman (1999) and Lees-Marshment (2003). The author produced an

argument that political brands in non-western contexts also have infinite opportunities to capture from the Marketing theory beyond the electoral situations. Specifically, in the Eastern context, elections take different routes than the Western ones, accordingly the focus on voter behaviour might be less productive. In an SNS context, this study confirms that the political brands in Egypt should be endeavouring to create value, deliver satisfaction and develop relationships with target audience. Hence, this study contributes to Political Marketing theory away from the traditional associations that previous studies have only focused on. These associations like the context of elections and the focus on Arab Spring when studying social media in an Arab context.

Moreover, this study encompasses an introduction to a novel Egyptian political brand 'GOFE'. By exploring the characteristics of the GOFE presentation on SNS, this study contributes to the Political Marketing theory by introducing characteristics of a political brand in a context (e.g. Egypt, GOFE) not previously researched. Indeed, a major contribution by this investigation is that beyond elections the political brand representation on SNS is not mature yet. Whereas, Abdelsalam et al. (2013) indicated that the January 25 revolution in 2011 has caused the proliferation of use of SNS by Egyptian government, the current study demonstrates that eight years post the revolution the Egyptian Government still hasn't fully optimised its presence. Additionally, this study introduced that the type (i.e. agency, ministry, the cabinet) of public sector organisation has influence on investigating the representation of the Government on SNS. Hence, this is considered to be among the first empirical evidences of the SNS elements of an Egyptian political brand. This new political brand is considered to be vital in contextualising the Egyptian Government representation on SNS like Facebook.

Second with respect to the theory of Relationship Marketing, the findings confirm a holistic contribution to the notion of achieving relationship development by Government through interaction with target audience through SNS. Essentially, the findings contribute to antecedents of relationship development potentials from the SNS representation of political brands. These antecedents include; firstly, establishing more attention to relationship development through SNS presence by Politicians. The findings contribute that GOFE was not interested in performing relationship development, indeed, it was not mentioned as part of their objectives. Secondly, establishing awareness on potential methodologies in achieving relationship development. The findings indicate the lack of social media staff awareness of some of the Public Relations models which indicates that the applicability of Public Relations theory in the context of GOFE (as a model of the

Egyptian government) is not well-defined. Thirdly, in aiming to develop relations, less weight need to be allocated to the instrument of social media platform and more focus on the actual strategy. For instance, one of the contributions is that the findings indicate that GOFE might have relied on the platform itself to do the effort regarding relationship development. This has enabled the study to extend the knowledge that the Government can adopt less publicity approaches and more two-way communication strategies for more positive outcomes of their SNS representation and this needs to be reflected in the intention of use. Additionally, more focus from GOFE was found essential on reflecting commitment strategies and pushing more power to the users in the platform.

Third, the findings of this investigation contribute to the rapidly expanding area of Public Policy marketing. The findings will be of interest to scholars of Public Policy marketing because this is among the first investigations that provide insights on the importance of SNS in communicating policy for Youth in Egypt. In fact, the findings emphasis how governments can utilise platforms like Facebook to discuss policy related to entrepreneurship specifically and gain positive outcomes. It is obvious from the discussion that Youth do not want to only be informed about policy, they want to be part of it, through conversations, Facebook is a place for that. Further to that, this study contributes to the theory of Public Policy by highlighting, first, the role of SNS in enabling fast and cheap communication over policy matters. Second, this study sheds light on the power of communicating policy on SNS and in fostering positive relational outcomes with target audience.

- SNS communication to address relationship development and trust

This study contributes to gaps in literature by studying the communication process in whole. The current investigation acknowledges the power of the three elements; the sender, receiver and medium. Very few studies in literature were found to have focused on the three. Through such approach this study has omitted excluding any of the key factors of the process that could have been missed by previous studies. Fundamentally this study offers a novel understanding to the context of SNS engagement between citizens and Government bodies in Egypt for three key reasons: (i) the substantial importance to the role of the background of the organisation investigated, i.e. whether it is an agency, a ministry or the cabinet, (ii) the strong influence of addressing a relevant topic (i.e. Entrepreneurship) to the targeted audiences (i.e. Youth) and (iii) the conclusion that page engagement is not a determinant of user satisfaction. Hence, this study was able

to derive the antecedents and outcomes of engagement between Youth and GOFE on SNS.

First regarding the drivers of engagement, this study has targeted to understand the reasons that lead Youth in Egypt to become followers or fans of particular Government agencies on Facebook. Therefore, in exploring for the determinants of use of SNS, this study enhances the understanding of the applicability of the theories of engagement with pages and brands on social media platforms in the context of Youth in Egypt. Thus, a framework of relevant theories that constitutes the drivers of use of GOFE SNS pages was established. More specifically elements such as remuneration and information needs (Uses and Gratification theory), perceived usefulness (Media Dependency theory), staying part of the ecosystem (Psychological Ownership theory) and the fear of missing out on opportunities (FoMo), were found to be significant determinants of the use of Youth to those pages of interest.

Secondly, with regards to outcomes of interaction between Youth and GOFE on SNS, an integration of theory and empirical evidence was adopted in this study. Thus, this study has focused on a number of theories and constructs that constitute relationship development and trust. For instance, a contribution by this study is the investigation of the outcomes of interaction between Youth and GOFE on SNS through the lenses of the Social Capital theory. The relational and trust aspects of the theory were adopted in formulating a model that explores the potential outcomes that could be achieved from the interaction between Youth and GOFE on SNS. With regards to relationship as an outcome, this study also contributes to the theory of Public Relations. Essentially, this study establishes that intention to build relationships and staff awareness are core prerequisites for developing relationships through SNS interaction. To elaborate, first, the organisations must attribute a focus in their SNS communication objectives and intentions on developing relations with target audience. Second, necessary staff awareness of the relevant tools and methodologies is considered a significant indicator of actual potentials of developing relations through SNS interaction. Furthermore, this study was able to reflect that political brands in Egypt are not yet full optimising the relational capabilities of SNS. In fact, they might be mistakenly considering that mere presence on SNS is adequate to build relationship with target audience, disregarding content strategy or relationship building messages. Accordingly, this study contributes that this inaccurate assumption of only depending on being present on the platform could be due to popular fact that SNS is created to foster relationship and networking. Other reasons were found

to include; the lack of maturity in the domain, interest in service promotion only and absence of central unit support (i.e. top management endorsement). Therefore, this study provides a connection between the open government maturity model and the optimisation of SNS by the Government.

With respect to trust, this study provides findings that contribute in several ways to our understanding of trust development between government and citizens through SNS interaction. Indeed, this study has presented an original contribution to the development of trust through (i) a proposal of a novel framework of trust based on SNS interaction and (ii) the significance of a number of elements in influencing trust in the context of Egypt. First, the framework investigates trust through both the organisation perspective and user perspective. This approach is considered to be novel and different to other similar studies (e.g. Abdelsalam et al., 2013; Azab & ElSherif, 2018). To elaborate, the organisation perspective was investigating via theories like corporate characters and impression management. Therefore, this study contributes to the applicability of the Corporate Character Scale (Davies et al., 2004) in the public sector social media communications. The findings indicated that impression management was one of the most significant constructs in developing an understanding of trust development from the side of the organisations. Specifically, this study was able to highlight that interactivity is in itself not enough to manage impression by GOFE, but also, the response message was found as equally important. With regards to the user perspective, a confirmation offered from this study is that trust depends on the context being investigated. According to this confirmation, this study was able to prove that some of the trust constructs used by previous studies (e.g. Brodie & Juric, 2018; Men & Tsai, 2015; Muntinga et al., 2011; Riedl et al., 2013) are not applicable in investigating the trust from the user perspective in studying interaction between citizens and government agencies in Egypt. Added to that, this study added a new construct that was not previously included in previous studies, specific content. Which included the specific textual components of UGC that provides evidence of the role of GOFE in fostering overall trust in the Government.

Second, this study establishes elements of significance to fostering trust. Top management support through a central unit was found to be profound in establishing government brands that could lead to trust. Furthermore, the level of maturity has influence on organisation aims to achieving trust. For instance, earlier maturity levels might focus on establishing elements other than trust such as promotion. Additionally, the reputation management strategies used by GOFE on SNS present a number of benefits

such as sending a new non-traditional image of the Government and therefore signalling user empowerment. Furthermore, this study also challenges what literature has previously mentioned with regards to the power of SNS in developing trust. To explain, first, it was noted that SNS enables the users to differentiate their experience with government organisations and limit the generalising of their satisfaction in overall government. Second, the findings attribute significance to previous perception. For instance, in countries like Egypt previous perceptions held about the government could alter what previous scholars assumed of trust in government through SNS interaction. Moreover, from a contextual standpoint, this study recognises and contributes to the notion of the difference brought by each country's conditions to an investigation as such.

- Enhanced the understanding of SNS role in Government – Citizen communication

In literature previous authors might have used similar combinations in investigating related contexts (e.g. Falco & Kleinhans, 2018; Kim et al., 2015; Linders, 2012; Song & Lee, 2016; Zhang & Xiao, 2017), but for a government study in a non-western context, this is the first time such combinations are used.

This study is the first to assume a vital role for the topics discussed by the government accounts. Similarly, the role of agency in fostering relationship development and trust in Egypt is considered an original contribution. Moreover, a first-hand contribution stems from the assumption made in this study that GOFE could serve as a generalisable model amongst other Egyptian Government bodies attempting to establish SNS representation. Further to that, this novel approach of theoretical combination was also connected with the tool of netnographic research. Which has created the philosophical insights to the contribution because it has allowed the research to embrace the unique culture of interactivity, democratic dialogue and connectedness presented by the social media platform. The first time in a study about the Egyptian Government that the theoretical combination of marketing communication theories, determinants of use theories and outcomes of interaction theories has been applied. Specifically, through profound and culturally rich netnographic insights. Overall, the study signals significant aspects to investigating interaction between Youth and GOFE on SNS such as; first, the focus on only one-way communication in GOFE SNS strategy. Second, the profound role for agency and topic in establishing trust between Youth and GOFE. Third, the expectations that Facebook users have from the public accounts of the government. Hence, this study

has established and confirmed the support towards the importance of SNS presence for Government in Egypt.

In addition to the above discussion, the current study has enhanced our understanding of Eastern (non-western) contexts in the realm of social media and politics. Indeed, this new understanding should help to improve the Egyptian Government use of social media. One of the earliest contributions of this study is that it has recognised that Government organisations in Egypt are more active on SNS than ministries and other segments of the Government. More specifically this is the first report on the cohort of Government organisations that foster entrepreneurship in the Egyptian community, how they are branded, and how they intend to communicate with the target audience. Furthermore, the analysis undertaken here, has extended our knowledge of Youth behaviour within government managed social media pages, what drives their engagement, and the outcomes of that. The current investigation also lays the groundwork for future research into the role of relevant topic to target audience when it comes to attempts of relationship development and trust through SNS communications by governments. This study provides a novel argument into what the Egyptian Government should target when communicating via organisations like GOFE via Facebook.

- Practical Implications to Egyptian Government.

This study appears to be the first to recognise the role for a central governmental communication unit in Egypt, hence the provision of top management support. Based on the findings of the data, it was clear that there is need for central coordination for how the Egyptian Government choose to be present on platforms like Facebook. More specifically, there need to be guidelines on how to establish a brand and what the strategic frameworks in establishing content are. In fact, this could be the reason why GOFE presented one-way interaction mainly, instead of being open and dialogic. Nonetheless, it is important to be cautious here since there is a central unit in Egypt which was found to not currently being influencing practice. This study shows that the Egyptian community is in dire need of effective rules and laws to govern online interaction. The empirical findings in this study provide a new understanding of how governments are present on social media generally. The researcher argues that it is not a straightforward relationship between the use of social media by Government and trust, there are many conditions to be considered. For instance, this study confirms that when studying social media presence in the context of public organisations, the consideration of the maturity

level is incremental. In addition, in a context like that of Egypt, engagement is still at infancy. Furthermore, it is important to consider the purpose of the accounts are they policy driven, service driven, or both. More recommendations are presented in the recommendations section of this chapter.

- Netnographic model for studying Government presence on SNS

It is important to note that the netnographic approach has contributed significantly to the contribution of this study. Indeed, this project is among the first comprehensive netnographic investigations of a government initiated social media interaction in the Eastern context. Hence, the model proposed from this study can be used to investigate Government presence on social media in Egypt in other government bodies and elsewhere. The current study has been one of the first attempts in investigating the use of social media by the Egyptian government through deep rooted analysis of the culture of communication without intending to just quantify their social media metrics. Therefore, this study addresses the call for research on more qualitative studies of the social media platform generally and in the Eastern context specifically. The outcomes identified assist in our understanding of the role of topic, agency and target in studying government communication by governments on social media. Additionally, this study has tested some of the previously used models of investigating trust. The study has been able to contribute to the contextualisation of trust in similar contexts as that of the current research. Furthermore, there are limited sources in Egypt with regards to Government presence online generally and on SNS specifically. This study has approached this challenge. To justify, in the piloting phase of this study, it has contributed an understanding of what accounts are available from the Egyptian Government on SNS, where no existing lists were found to gather these accounts by previous research. Consequently, this study augments the growing stream of research in netnography by presenting many elements worth further considerations by other researchers.

8.3 Study Limitations

This study is no exception to the fact that there is no study without limitation. Initially, this study did not include the role of political ideology both from the perspective of user and organisation (i.e. Egyptian Government). This was done for purposes of safety and to ensure the focus on the most relevant aspects to the context being investigated. Another limitation to this study is that it did not include a number of factors that might have had impact on the investigation. For instance, user demographics such as income, background

and age could have an impact on studying relationship and trust with the Government. Additionally, this study has also not controlled for entrepreneurial experience in users' responses. More on that, the current status of the country in terms of politics and economics needed to be included. Specifically, that the Egyptian context has not yet reached total political stability. These elements discussed were not included in this study due to the fact that this investigation is exploratory. Hence, in this study the focus was more on generating frameworks that will provide the necessary initial understanding of the context researched, instead of controlling for elements as those mentioned above.

Being limited to GOFE, this study lacks an understanding of additional aspects associated with organisations touching more on the day to day experience of citizens with the Government. The focus on GOFE was due to the fact that they were found to be the most active on SNS and relevant to the target audience of interest. In addition, this study has only focused on Youth and hence lacks generalisability to the whole population. Yet, Youth were found to compose a significant section of the Egyptian population (Baseera, 2017; CAPMAS, 2015; World Bank, 2019b). Another source of limitation in this study is from the Facebook page settings that the organisation choose to apply to their presence to secure what is being shared on their pages. For instance, settings like not allowing for posts by visitors or not allowing for user reviews and ratings. This could be due to the fact that the filtering process in this research has focused on selecting pages with maximum traffic and interaction to provide valuable insights as advised for by Kozinets (2002). Despite that, these settings have contributed to drawing a better understanding of these communities and their culture. Indeed, these limitation with respect to page settings lead to findings on the notion of fear of a loss of control by the Government.

The small sample size of GOFE might have not allowed the study to capture more on the directions of the organisations and the subsequent experiences of the Youth users. Notwithstanding the relatively small sample, through interviews (with Youth and GOFE) this study was able to provide insights into government-youth communication with respect to entrepreneurship. The scope of study was limited in terms of only focusing on page engagers as a sample of users. Perhaps users who have actually consumed the services of GOFE could hold different opinions in a later study. Or perhaps, a longitudinal approach rather than just cross-sectional would result in different perspectives. Nonetheless, the purpose of this study was to gain an understanding of the user experience with GOFE SNS representation on Facebook. Therefore, in future studies a differentiation

between users (i.e. those who received service versus those who did not) could demonstrate the impact of service delivery in the investigation.

Furthermore, another limitation of this study is due to the challenges faced in providing insights into the element of trust. This can be correlated to a number of reasons, first, it could be due to the fact that online insights gained were not as culture rich as expected. This was due to the fact that these are government-led platforms and are not fully interactive yet. Second, as the findings indicate, trust achievement was seen as a higher level of accomplishment to be targeted at a later stage after GOFE has reached a satisfactory phase of leveraging on the social media platform. Accordingly, portions of the online data captured from the Facebook pages were found to be repetitive and in the realm of service promotion. Regardless of these challenges, interviews were essential in this netnography, so this study was still able to sustain results on a number of notions that yield to the general understanding of trust. Similarly, analysis of visual media should be considered in a more comprehensive form in the future. This could be attributed to the fact that this study is the first to focus on this particular context therefore this investigation has only focused on very basic meanings of visuals like logos

It is important to also address the technical challenges that might have limited the deeper understanding of the investigated communication process. First, the data from this study was to a great extent multilingual. For example, Facebook data and the interviews were in both languages. The translation might have dropped some of the meanings, even though the researcher is fluent in both languages. To offset that effect the use of another researcher was useful in limiting research bias in aspects like coding. Furthermore, whilst the use of software (i.e. NVivo) enabled the access of a large pool of textual data, it has limited the observation of a number of elements from Facebook. For instance, the content shared with sharing a link. Also, the use of software might have taken the research to areas it should not have focused on. Similarly, Facebook does not allow the retrieval of much of its data, but still this research used live observation to limit such weakness. Although these technical limitations were faced, this study was able to yield to valuable insights as it integrates the findings of three sources of data, namely interviews with GOFE, interviews with Youth and Facebook Data. Therefore, the current study provides a good starting point for understanding the interaction between Government and Youth on SNS in Egypt. Further studies should consider such limitations as well as the recommend direction outlined in the future study section.

8.4 Recommendation for Further Study and Practice

The limitations discussed in the section above present opportunities for a number of further studies. First, the model created in this study can be tested on other Government bodies in Egypt. This allows a further comprehension on how social media in Egypt can bring change in terms of relationship development and trust between Government and Youth. Most important, is the consideration of how successful examples can be generalised, this is due to the fact that initially this study contributed that Government organisations are most active on SNS, so how can this increase the activities of other segments. It would be valuable to consider which bodies, agencies or ministries are most relevant to Youth. For example, the Ministry of Youth and Sports, is found to be mainly addressing Youth (see <http://www.emys.gov.eg>), which would allow also to the contribution to the role of sports marketing in moderating relationship development and trust when studying Government-Youth interaction. However, is this what Youth are actually interacting with when it comes to government on social media? Also, should other platforms growing in popularity like Instagram be considered? Consequently, it is strongly recommended to gather insights from Youth prior to investigation to allow maximum insights. Findings from GOFE interviews confirmed that there is no central coordination to their presence on SNS as one respondent mentioned: “Zero coordination between government and us, nope nothing.” A valuable contribution would be produced by considering how the central communication units (Supreme Council for Media Regulation. See <http://scm.gov.eg>), actually institutionalise the support to social media presence by the Government.

Secondly, further research needs to consider additional elements to the model proposed to determine its effectiveness. For example, the impact of the organisation’s internal factors should be further considered. The current study has touched on the role of top management and vision. However, the culture, routines and resources could strongly impact the findings. From a user perspective, understanding the role of demographics, political ideology and entrepreneurial intention could yield to insightful research. It is important to note though, that interviews are essential in conducting a netnographic investigation for Government in Egypt. This is due to the fact that they supplement the cultural meaning found online, which might not be as rich as other communities due to being Government-led. Further to that, the widespread of the COVID-19 pandemic has significantly highlighted the reliance of the Egyptian Government on SNS like Facebook in communicating throughout the crisis. To elaborate, the Facebook accounts of the

Ministry of Health were used substantially to provide information and guidance to the citizens in the context of the crisis of Covid-19. Consequently, an incorporation of elements from the model for crisis in communication could provide interesting findings in investigating the role of SNS in fostering relationship and trust between citizens and Government in Egypt.

Third, several questions remain to be answered regarding achieving trust through SNS interaction. The inclusion of dimensions of service satisfaction may yield better insights. Also, a proposition for further research would be to include a more comprehensive approach by combining the e-government approaches to the model. Since social media was found not to be mature, it is important to consider how e-government in Egypt can interrelate to the proposed social media model. This was also recommended by other authors like Gao and Lee (2017).

Fourth, if the debate is to be moved forward, like most qualitative studies, the findings from this study need to be quantified. This is specifically significant due to the fact that much of the findings were not enough to draw solid conclusions. Consequently, the netnographic approach provided an initial step, yet, further studies need to quantify the elements of trust. As a start, a larger sample of Users, Government staff and SNS pages is essential. Further exploration of engagement, corporate character types, and network aspects need to be considered. In addition, the use of artificial intelligence and algorithms could investigate a larger sample of online data and yield to more confirming results. More specifically a sentiment analysis could result in an improved understanding of confidence in government.

Fifth, this study applied the recommendations of the Academy of Marketing in 2017 in integrating marketing to other disciplines, as a result, it should be repeated with additions to its theoretical approach. For example, this study places no weight to the value of actual policy discussed but just investigates how communication occurs, perhaps a later study can incorporate an evaluation of the policy which could then place more impact on the topic discussed. More research using longitudinal approaches is needed. For example, investigating perceptions before and after interaction with pages in an experimental setting. Additionally, Entrepreneurial Marketing theory could help establish a greater degree of the outcomes of the model. Being a centre point between marketing and entrepreneurship, this theory could make more logical explanations of approaches to communication by GOFE from a sample that possibly includes a larger number of

entrepreneurs. Finally, as mentioned at the beginning of this section, Sports Marketing theory can be integrated to understand government approaches towards communicating its support to sports and how this impacts trust with youth.

From a practical perspective, the author wishes that organisations like GOFE understand that being present on social media is just the very first step. This study offers a number of recommendations that could help organisations like GOFE to engage their still growing presence on social media. Some are found in users' responses as shown in Table 7.5 of Chapter Seven and others are author generated and include:

- Social media can bring change, realise that they have power in affecting overall Government.
- Recognise that their presence is not yet at its maximum and that it is still in progress.
- Clearly place weight for relationship and trust in their visions.
- Get out of the trap of one-way communication and understand that a modern brand image is very much welcomed on SNS.
- Realise the power of allowing engagement to be less controlled. For example, posts by users should be allowed on the pages.
- More engaging content is needed. For example, more depth and quality in the published posts. Also, a wider variety of topics in the form of discussion.
- Appreciate that users are there to interact. More interaction can be allowed through predetermined chat sessions. This can also be incorporated for on their website, if not applicable to Facebook.
- These organisations need to expand their thoughts of net propaganda and consider promoting their services beyond that. For example: complementary pages for public figures can help better improve the image.
- Integrate more on policy on these platforms. Whilst, it might seem impossible to create public policy on Facebook, other ideas could include, polls, chats or surveys as options.

- Apprehend the notion of person-job-fit. For example, the team in charge of the page should be quite aware of youth, their needs, marketing strategies and technical aspects.
- Acknowledge that social media is a mirror of services, hence service improvement is also incremental.
- A central unit for coordination is vitally important. This is needed for directions on brand image, content creation, staff training and providing best practices for generalisation.

To conclude, this section has offered both recommendations for future studies and practical implications for GOFE and The Egyptian Government. With regards to upcoming studies, it is recommended to further test and develop the proposed model. Also, a number of questions on trust still need answers. Further to that, a number of theories were suggested to be added. This is in addition to further enhancement of the research design. When it comes to practice, this study offers GOFE valuable contributions to practice. It is important to note that current effort is acknowledged but there is more to be done. Starting from a change in their formulations of visions from being on SNS, all the way to specific details on how to enhance content and engagement. Most important there must be improved engagement with two-way communication, at least if they target to change Youth perceptions. The development of the personnel in charge and strengthening of central coordination units are essential for improved strategy and presence.

8.5 Conclusion

Due to political and economic instability in Egypt since the January 25 revolution, this study was designed with a prospect of highlighting how SNS interaction can yield to positive outcomes in the Egyptian context. Exactly as one of the respondents stated regarding how they perceive the organisations studied: “But to me they are how I hope, or they are the potential of future change.” Imaginably the uniqueness of this study is in the context brought together by the author. To investigate Government – Citizen interaction, the author brought together marketing, entrepreneurship, Youth and SNS narratives in an Egyptian context, with an aim to understand how these impact relationship development and trust. As such this study is the first investigation of how GOFE interact on SNS and how this has an impact on creating relationship and trust with youth. In doing so, hope and assurance is expressed to SNS managers in the public domain

in Egypt. In fact, GOFE has proved that the Egyptian Government is one step closer to a realised SNS presence. A model is created to investigate this novel approach towards looking at relationship and trust. Consequently, this study presented theoretical and practical contributions. Further to that, some limitations have hindered this investigation from reaching its best outcomes. Nonetheless, these have contributed a list of opportunities to be studied in a future state. Lastly, this study was able to extract insights from users on how GOFE can improve their presence, and additionally the researcher was able to compile a list of practical recommendations for the organisations based on the findings of the research.

In Egypt there is appetite for entrepreneurship, it helps boost the economic issues, provides employment and it's the new cool thing. Therefore, the Government supporting entrepreneurship becomes a powerful tool in the Egyptian society. It was found in this study that government can use social media to advocate for its support of entrepreneurship. It was supported that Youth in Egypt are keen to join these platforms on social media. What was also found is that the current presence of GOFE is not at its best, but it is in process of reaching an improved position. Vitaly, Youth have provided narratives on how these pages can become better at targeting them. At the same time GOFE were open with regards to what challenges their maturity on SNS. It is quite obvious that Youth in Egypt are thirsty for discussions in the public realm. Facebook is a place that can host this for them when it comes to interaction with the Government. In the context of policy, they aspire for debates and policy discussion. Even if they are not all the most active engagers, they still enjoy reading conversations between other Youth and the pages. Yet, when it comes to trust, it is essential to remember that previous government perceptions can alter the scenario. Indeed, the current presence of GOFE indicates positivity towards some of the elements of trust and relationship development. It could be due to structural designs of the SNS platform and it is simply not enough. GOFE need to polish and amplify their presence. Most importantly, GOFE need to be aware of the important relational outcomes that they can achieve. The Egyptian government needs to feed more resources into a central communication unit. More strategic approaches by marketing experts need to be imposed from top management in the Egyptian Government sector. Hence, GOFE is simply just one good example of a growing presence by the Egyptian Government on social media. Confidence is found in the role of topic when Government are trying to outreach to citizens on SNS, to Egypt entrepreneurship is such a powerful ecosystem with positive implications on the

relationship between Government and Youth. Finally, GOFE accounts on SNS as a representation of the overall Egyptian Government, were found to be a significant contributor to the Government-Citizen relationships in Egypt. Therefore, eight years post the anti-government protests, this study was able to provide hope in revitalising the relationships between the Egyptian Government and its Citizens through SNS.

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Appendix A: The Context of GOFE

In this Appendix the author reflects on the approach followed in creating a context for GOFE to be studied in this PhD. The table below includes a list of the entire population of GOFE available to be looked at. In order to create this table, the author has followed two different methods. First, an open source map was used as a departure point. This is a collective open source map placed on the website of one of the initiatives lead by an Egyptian Government authority dealing directly with the entrepreneurial ecosystem in Egypt, the map can be found at: <http://egyptinnovate.com/en/innovation/map>. A screen shot is also available below. Through the map a list of organisations was identified as Government organisations. Only universities (public) were omitted, but their respective centres were included if available. To do so, every organisation was visited and analysed by the researcher in terms of scope and objectives. The second source is based on self-research conducted by the researcher themselves. This included using google.com to search for the different initiatives related to miniseries with relevance to the topic like trade, investment, development and so. Consequently, the researcher was able to put together a list of population of GOFE made up of 10 different entities.

Table A.1 below is designed to demonstrate descriptive data of the GOFE population on SNS. The data presented is collected between the 20th and 22nd of April 2016. In this Table there is an activity summary of their social media handles. From this online observation the researcher was able to derive a few conclusions that aid in building up the netnographic approach of this study. These include, the most common platform on social media for these organisations. It is clear that Facebook and Twitter are the most common, followed by YouTube and Google plus, then follows LinkedIn and finally only one account of Instagram. Further to that, the websites of six of these entities linked directly to their social media handles, which was a valid verification source. Activity was reviewed in terms of size of network (number of followers, fans, connections or friends) and the date of last post by the host as reflected below. Finally, the last Table A.2 below is a list of the five most popular GOFE, popularity measured in terms of the number of fans on Facebook page. The table includes a description of the organisation and a link to their Facebook page.

Figure A.1. Screenshot of the Innovation Map

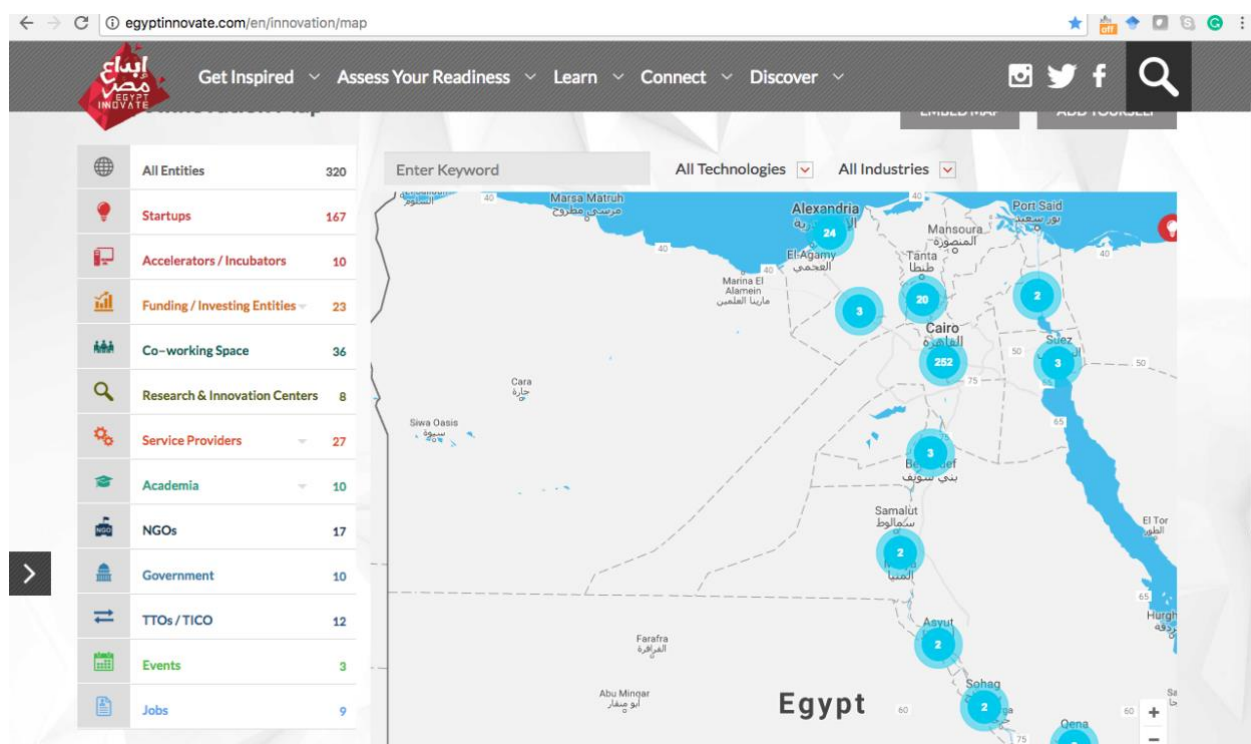


Table A.1. GOFE Activity on SNS

Institute	Facebook	# Fans	Last post	Twitter	# Followers	Last tweet	Extras
Academy of Scientific Research & Technology	Yes	32387	17 hours ago.	YES	19	17 hours ago.	Also, Google plus- all from website
European bank for reconstruction and development							Listed on the map, yet still non-Egyptian.
General authority for investments and free zones	Yes-no official	1509	2011	-	-	-	No websites links
Industrial modernization centre	Yes	1928	2013	Yes	2154	April 21	LINKEDIN (1130) – no website links
Egyptian national competitiveness council	Yes	1691	June 2015	Yes	2913	Aug 2015	Google plus and YouTube- all

							from website links.
Science and technology development fund	Yes	7922	Aug 2014	Yes	108	Aug 2014	No website links
Technology innovation and Ent. Center	Yes	120345	April 19	Yes	4274	April 11	All through websites and there is Facebook 'like' feature – YouTube and LinkedIn.
Social Development Fund	Yes	118536	April 14	yes	513	April 12	Google plus and YouTube all from website
Information Technology Industry development	Yes	181640	Few hours ago.	Yes	16.1k	April 13	Goggle plus and linked in all from website
Egypt innovate (TIEC initiative)	Yes	12217	15 hours ago.	Yes	289	April 21	YouTube and Instagram all from website

Table A.2. The Five Most Active GOFE Accounts on Facebook

ORGANISATION	DESCRIPTION
<p>Academy of Scientific Research and Technologies (ASRT)</p> <p>Facebook Page link:</p> <p>https://www.facebook.com/ASRT.Egypt/</p>	<p>“The Academy of Scientific Research & Technology (ASRT) is a non-profit organisation affiliated to the Ministry of Scientific Research, established in September 1971 by the Presidential Decree No 2405 as the national authority responsible for science & technology in Egypt. In 1998, ASRT was reorganised by the Presidential Decree No 377 that defined its mission, function and activities.</p> <p>ASRT is the Egyptian house of expertise. It brings together outstanding Egyptian scientists and experts from universities, research institutions, private sector, NGOs, policymakers and prominent Egyptian scientists in Diaspora to deliberate country problems, propose and carry out scientific studies and future strategic basic plans to tackle these problems.</p>

	ASRT adopts a comprehensive plan for developing Egyptian S&T to support relevant national ministries and research institutions in creating an integrated system of scientific research together for increasing the number of trained scientists in Egypt and giving science a leading role in the country's development and knowledge-based economy. ASRT also promotes and encourages female and youth participation in S&T and scientific leadership” (ASRT, 2017)
Bedaya Center (former GAFI) Facebook Page link: https://www.facebook.com/bedayacentre	“To support the growth and development of the SMEs sector in Egypt; in line with s National strategy toward raising the economic development indicators, through creating sustainable ties with all the Ecosystem key players & stakeholders in Egypt” (Bedaya Center, n.d)
The Micro, Small & Medium Enterprise Development Agency (MSME) Facebook Page link: https://www.facebook.com/sfdegy/	“The MSME Development Agency is the designated entity responsible for developing this sector directly or through coordination of the efforts of the different stakeholders. The mandate will cover policy and strategy development, legislative and regulatory overview, monitoring and evaluation of sector performance as well as development, implementation and coordination of programs aiming at improving MSMEs” (ACC, 2018)
The Information Technology Industry Development Agency Facebook Page link: https://www.facebook.com/ITIDAEgypt/	“To play an essential role in the Egyptian IT sector development through: “Identifying the needs of the IT local industry and addressing them with well-designed programs, policy advice, promoting trade in local and international markets, and being a strategic advisor to local and international companies” (ITIDA, 2013)
Technology Innovation and Entrepreneurship Center (TIEC) Facebook Page link: https://www.facebook.com/tiec.egypt/	“The Technology Innovation and Entrepreneurship Centre (TIEC) aims to drive innovation and entrepreneurship in ICT for the benefit of national economy. The centre has been launched at Smart Village on Monday 27th of September 2010” (TIEC, 2014)

Appendix B: Facebook Data Screenshots

This section includes a sample of screenshots from the collected data from GOFE pages. This sample of screen shot was linked to findings in Chapter Five for purpose of support and clarity.

Screenshot B.1



The first image is a weak resolution of a logo used in a profile picture on Facebook. Second, is a logo that need to be resized (as shown form the black area) to fit the dimensions of standard profile picture on Facebook.

Screenshot B.2



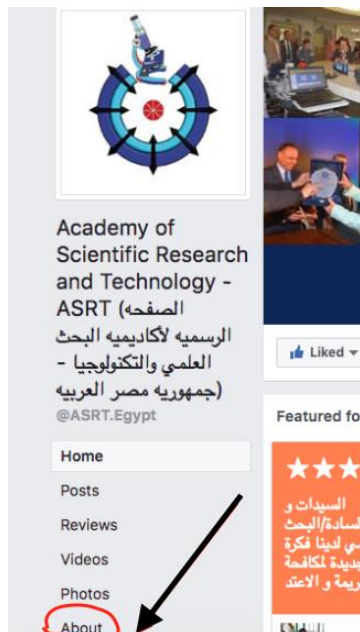
This screen shot shows an image of a GOFE page name written both in English and Arabic.

Screenshot B.3



A sample of Arabic language posting from one of the GOFE Facebook pages.

Screenshot B.4



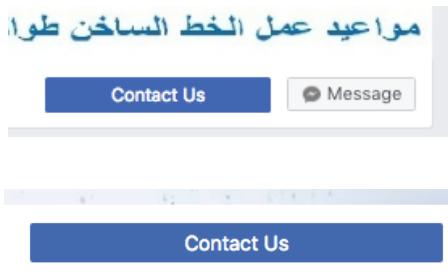
The arrow points to the about section that is reallocated from beneath home (in standard settings) to the bottom of the tab list.

Screenshot B.5



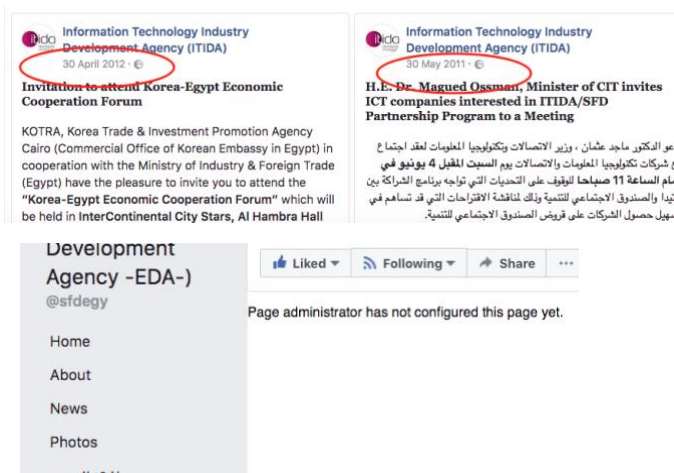
The above two screenshots reflect how different organisations position themselves as government entities through Facebook features (organisation type) and description.

Screenshot B.6



The above screenshots are taken from the home page of two different GOFE Facebook pages. They reflect the installation of the *contact us* button.

Screenshot B.7



The image shows a screenshot of a PHP version information page. The title is 'PHP Version 5.4.16' and the PHP logo is visible. The page contains a table with system and server information.

PHP Version 5.4.16	
System	Linux HCDG-Backup 3 10-D-980.e7f.x86_64 #1 SMP Tue Aug 22 21:09:27 UTC 2011 x86_64
Build Date	Nov 15 2017 18:34:47
Server API	Apache 2.0 Handler
Virtual Directory Support	disabled
Configuration File (php.ini) Path	etc
Loaded Configuration File	etc/php.ini
Scan this dir for additional ini files	etc/php.d
Additional ini files parsed	etc/php.d/00php.ini, etc/php.d/01php.ini, etc/php.d/02php.ini, etc/php.d/03php.ini, etc/php.d/04php.ini, etc/php.d/05php.ini, etc/php.d/06php.ini, etc/php.d/07php.ini, etc/php.d/08php.ini, etc/php.d/09php.ini, etc/php.d/10php.ini, etc/php.d/11php.ini, etc/php.d/12php.ini, etc/php.d/13php.ini, etc/php.d/14php.ini, etc/php.d/15php.ini, etc/php.d/16php.ini, etc/php.d/17php.ini, etc/php.d/18php.ini, etc/php.d/19php.ini, etc/php.d/20php.ini, etc/php.d/21php.ini, etc/php.d/22php.ini, etc/php.d/23php.ini, etc/php.d/24php.ini, etc/php.d/25php.ini, etc/php.d/26php.ini, etc/php.d/27php.ini, etc/php.d/28php.ini, etc/php.d/29php.ini, etc/php.d/30php.ini, etc/php.d/31php.ini, etc/php.d/32php.ini, etc/php.d/33php.ini, etc/php.d/34php.ini, etc/php.d/35php.ini, etc/php.d/36php.ini, etc/php.d/37php.ini, etc/php.d/38php.ini, etc/php.d/39php.ini, etc/php.d/40php.ini, etc/php.d/41php.ini, etc/php.d/42php.ini, etc/php.d/43php.ini, etc/php.d/44php.ini, etc/php.d/45php.ini, etc/php.d/46php.ini, etc/php.d/47php.ini, etc/php.d/48php.ini, etc/php.d/49php.ini, etc/php.d/50php.ini, etc/php.d/51php.ini, etc/php.d/52php.ini, etc/php.d/53php.ini, etc/php.d/54php.ini, etc/php.d/55php.ini, etc/php.d/56php.ini, etc/php.d/57php.ini, etc/php.d/58php.ini, etc/php.d/59php.ini, etc/php.d/60php.ini, etc/php.d/61php.ini, etc/php.d/62php.ini, etc/php.d/63php.ini, etc/php.d/64php.ini, etc/php.d/65php.ini, etc/php.d/66php.ini, etc/php.d/67php.ini, etc/php.d/68php.ini, etc/php.d/69php.ini, etc/php.d/70php.ini, etc/php.d/71php.ini, etc/php.d/72php.ini, etc/php.d/73php.ini, etc/php.d/74php.ini, etc/php.d/75php.ini, etc/php.d/76php.ini, etc/php.d/77php.ini, etc/php.d/78php.ini, etc/php.d/79php.ini, etc/php.d/80php.ini, etc/php.d/81php.ini, etc/php.d/82php.ini, etc/php.d/83php.ini, etc/php.d/84php.ini, etc/php.d/85php.ini, etc/php.d/86php.ini, etc/php.d/87php.ini, etc/php.d/88php.ini, etc/php.d/89php.ini, etc/php.d/90php.ini, etc/php.d/91php.ini, etc/php.d/92php.ini, etc/php.d/93php.ini, etc/php.d/94php.ini, etc/php.d/95php.ini, etc/php.d/96php.ini, etc/php.d/97php.ini, etc/php.d/98php.ini, etc/php.d/99php.ini
PHP API	20100412
PHP Extension	20100625
Zend Extension	220100525
Zend Extension Build	API220100525.NTS
PHP Extension Build	API20100625.NTS

The above are examples of how three different GOFE Facebook pages have broken or outdated (old dates and circled) page tabs.

Screenshot B.8



Above are examples of how conversation takes place on two different GOFE Facebook page. The first one is an example of conversation on the review section and the second is triggered by a post by the page.

Screenshots B.9



The above are examples of user generated page reviews with negative speech towards one of the GOFE pages observed.

Screenshot B.10



The above is a screenshot from the description section of one of the observed for GOFE. It is a statement of expression that this page is a community for discussion relevant to GOFE's scope of activity.

Screenshot B.11



The above is an example of a poll started by one of the GOFE on their Facebook page. The question translates to: “when are your final exams?”

Screenshot B.12



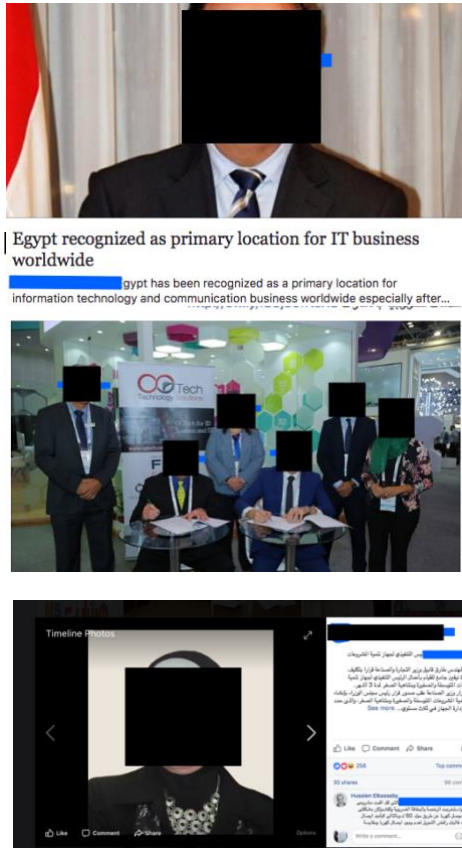
The above is an example of cross referencing and cooperation between GOFE and other entities in the Egyptian Government like the Egyptian Central Bank (as underlined in the screenshot). The Graphic represents the identities of the two organisations, indicating collaboration and referencing to overall image of the Government.

Screenshot B.13



The above is an example of press release shared on one of GOFE's Facebook Pages. The name of the news portal is pointed to by the arrow.

Screenshot B.14



The above are examples of different posts from different Facebook pages of GOFE including different government officials.

Screenshot B.15



The above is an example of how one of GOFE Facebook pages interacts with participants and its community members.

Screenshot B.16

Check now the startups which passed 2st phase of Start IT 16th round

المجموعة الثانية للمشاريع المتأهله بعد القرز لبرنامج الحاضنات التكنولوجية

الدورة السادسة عشر



<https://goo.gl/VazqPH>

#TIEC #Incubation #Start_IT



The above are examples of how GOFE uses hashtags and emoji icons on their Facebook Pages.

Screenshot B.17

12168410793	Technology	12168410793	D: تقدم دلوقتي وده ابليكيشن يعني وركز في الامتحانات بقا	0	Jun 7, 2017, 8:37:57 AM
6868_116775	Innovation &	6868_116775			
1959996739_	Entrepreneurs	1959996739_			
11696206798	hip Center	11696206798			
09867	(TIEC)	68872			
12168410793	Hosam	12168410793	الامتحانات تخلص مانلاقيش الفكره	0	Jun 5, 2017, 10:13:19 PM
6868_116775	Dowidar	6868_116775			
1959996739_		1959996739_			
11682964499		11682964499			
42290		68872			
12168410793	Ahmed Ragab	12168410793	ده عشان الفكره الي بتسقطنا عشان كل ليلة امتحان نفكر فيها	0	Jun 5, 2017, 10:11:38 PM
6868_116775		6868_116775			
1959996739_		1959996739_			

The above is a conversation between GOFE and a fan of their page captured from the textual analysis run on NVIVO software. It demonstrated a friendly tone from the side of GOFE and even the use of an “emoji”. The conversation shows a fan who is interested in joining the announced program but has no time to apply due to having to get ready for their final exams. The GOFE page responds in a friendly way and jokingly saying that “*they can still apply now and have time to focus on their exams.*” This shows how GOFE was keen on ensuring they do not miss on the opportunity announced for and still encourages them to study.

Screenshot B.18



The above are graphics used by different GOFE Facebook pages.

Screenshot B.19



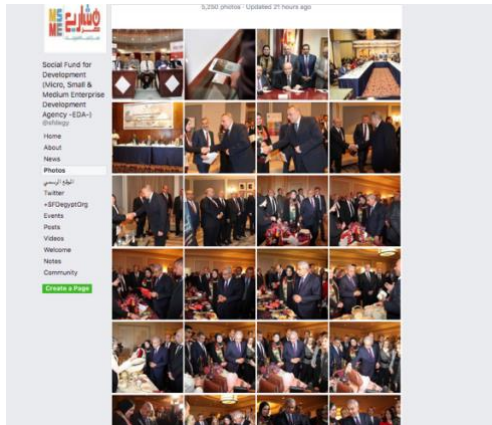
The above is an example of branded graphics posted on one of the observed GOFE Facebook pages. The graphics represent seasonal greeting for Ramadan. The translation is "Happy Ramadan and many happy returns".

Screenshot B.20



The above is an example of a graphic posted on one of GOFE Facebook pages relaying empathy with political incidents in the country. The content literally translates to: “we are grieving the loss of the innocent souls of martyrs” the content continues with contact details to the organisation.

Screenshot B.21



The above is an example of a collection of photos of government officials found on one of the observed for GOFE Facebook pages.

Screenshot B.22



The above is an example of a visual shared including actual Youth as part of an event run by the organisation.

Screenshot B.23



The above is an example of live photo updates from one of the events organised by a GOFE. Also, in the post hashtags were found to be used by the page to brand the event.

Screenshot B.24



The above are examples of user lead conversations (or UGC) where GOFE’s response would be formal, repetitive and not providing the requested information. The responses literally translate to: “follow us on our page and one our website”

Screenshot B.25



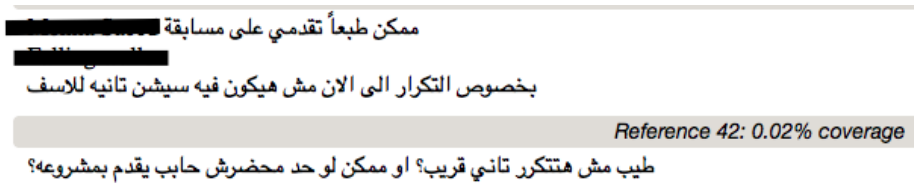
The above is an example of an engaging tone in the response of GOFÉ to one of the users' comments.

Screenshot B.26



The above is an example of a motivational quote shares as a post by one of the GOFÉ Facebook pages.

Screenshot B.27



The above is an example of a coded material from NVIVO captured data. It reflects on a conversation between a user and GOFÉ. The conversation shows a user who is asking if the program announced for will be repeated and whether it is possible to apply with a project if the applicant is not attending. The response of GOFÉ was very motivational and expressed that *certainly* the user can apply, in doing so they have mentioned the name of user in their response through the @ feature. This indicates a very dialogic approach from the side of GOFÉ.

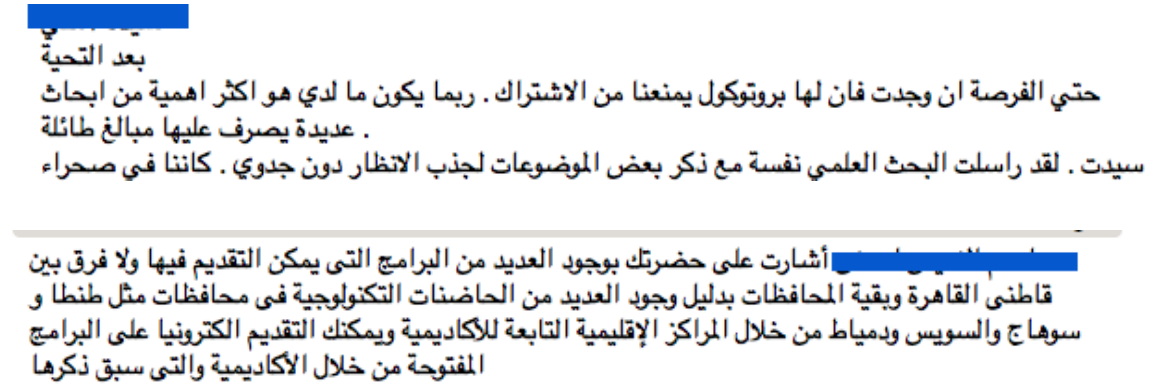
Screenshot B.28



The above is an example of a coded material from NVIVO captured data. It reflects on a conversation between a user and GOFÉ. The conversation shows a user who is asking

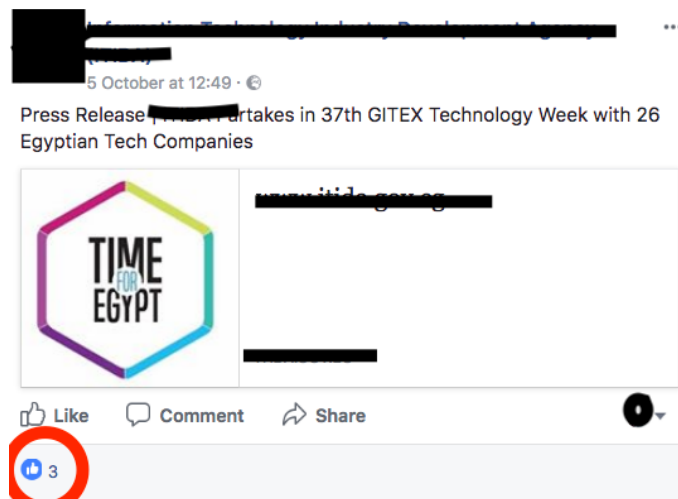
how to apply for a program announced for and checking if it is only for university students. The response from the side of GOFE was very formal and asking the user to refer to the website link (posted in response as shown above) without referring to any of the answers.

Screenshot B.29



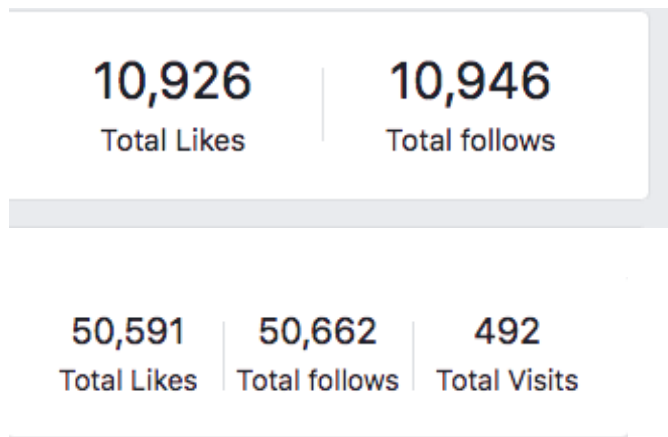
The above is an example of coded material from NVIVO captured data. It reflects on a conversation where the user has mentioned the name of one of staff members (probably in charge of the program) using the @ feature. The response was found to be from the organisation. The overall context of the conversation shows dissatisfaction from the user and a formal response from the GOFE (not the staff member mentioned).

Screenshot B.30



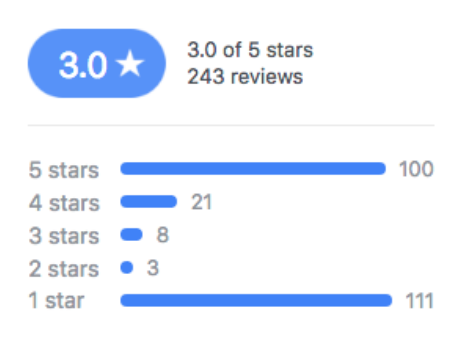
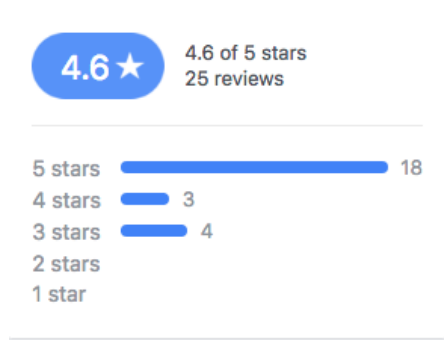
The above is an example of a post by GOFE that only got three likes from users as circled on the lower left part of the image.

Screenshot B.31



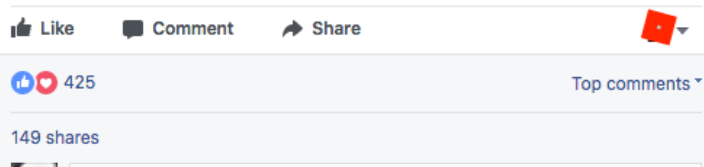
The above are examples of how two GOFE allow their Facebook community to be reviewed. The first shows a page that only allows visitors to see their number of *likes and follows*. The second, extends to show the number of *visits*.

Screenshot B.32



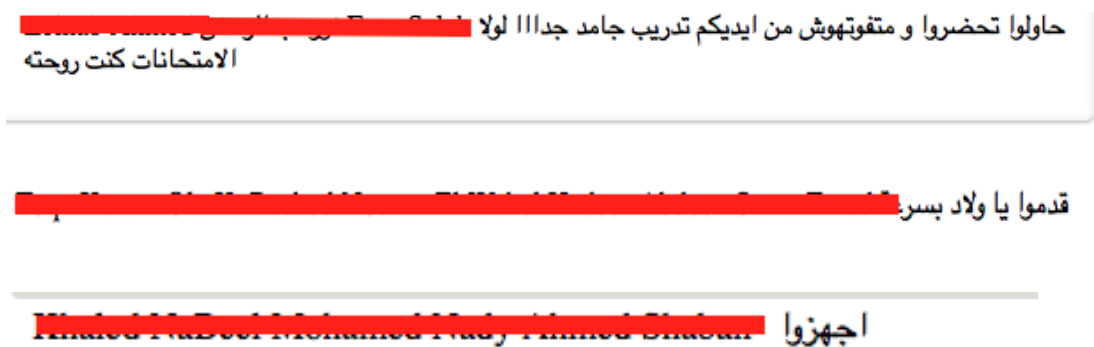
The above are examples of user rating of two different GOFE Facebook pages. The first has lesser number of reviews and higher ratings than the second.

Screenshot B.33



The above are examples of different number of user *shares* of various posts by different GOFE pages.

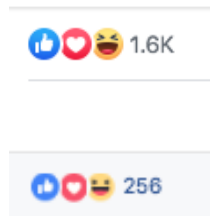
Screenshot B.34



The above are three different examples of users sharing to GOFE content while including their own positive text (endorsement) along. The positive text included

“Don’t miss out and try to attend, it’s a particularly good training, if I didn’t have exams I would have”, “Hurry up and apply quickly” and “Get ready!”.

Screenshot B.35



The above are examples of the ways that users express favourable attitude.

Screenshot B.36



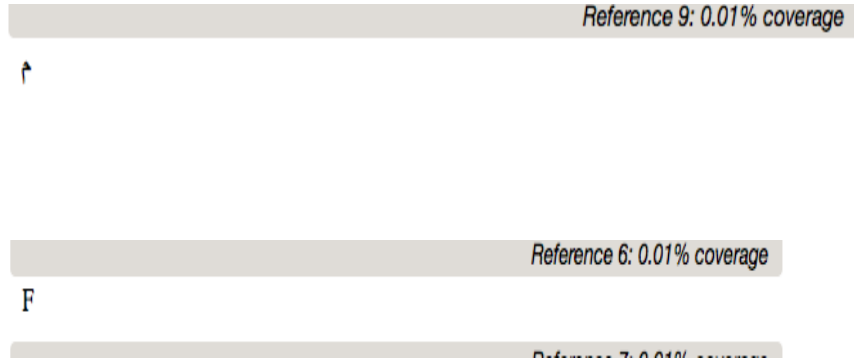
The above is an example of a review by one of the users on GOFE Facebook page. In the review the user has rated the organisation a five-star rate and has written an endorsing review as support to their review.

Screenshot B.37



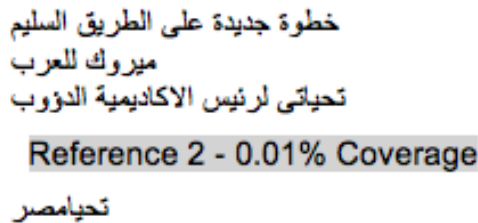
The above is an example of a review by one of the users on GOFE Facebook page. In the review the user has rated the organisation a five-start rate and has written a negative review contrary to their choice of the highest possible rating (opposite to the example in B.36 above).

Screenshot B.38



The above are examples of behaviour found on the comments sections of posts by GOFE where users express that they are interested in the post and would like to stay tuned and follow the post. The first one is letter "م" or متابعة, which translates to following in English. Similarly, in the second example it is letter "F" for following.

Screenshot B.39



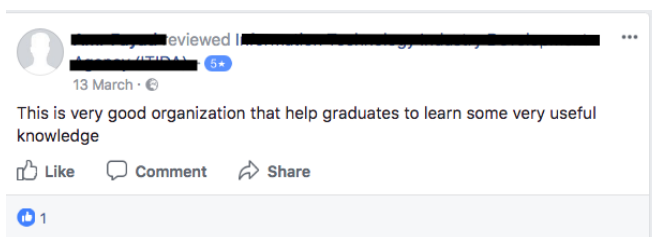
The above are examples of positive specific content found on the walls of one of GOFE Facebook pages. The first translates to "A new step on the right road, congrats to the Arab World, my congrats to the keen head of GOFE".



The above are examples of negative specific content found on the review section. The user placed a one-star rating along their expression of dissatisfaction with GOFEs' decisions.



The above are two different examples of users using the review section to ask a question to GOFE. As shown the users both gave a five-star rating but were just interested in conversation or a question not a review.



The above is an example of a positive rating and review found in the review section.

Appendix C: Interview Manuals

Part A: GOFÉ Interview

Description of the procedure

- Opening and discussing elements of the information sheet
- Signature of the consent form (paper based)
- Start recording.

“I” stands for the interviewer.

I: First we will start with questions regarding your personal opinion and then we will move more into the organisation practices.

Background

How long have you worked in GOFÉ?

Follow up: Where did you work before?

Follow up: What is your field of study?

What can you tell me about the role of SNS in social relationships?

What do you think of SNS as a platform for organisational communication?

Who do you think an organisation like GOFÉ can target through SNS communication?

Probe: Do you think Youth are the main target/ important target, through SNS communication?

I: We will now proceed with questions focused on the organisation approach.

Power of SNS for GOFÉ

Which channels of SNS are GOFÉ using?

- Follow up: Which are the most important?

- Follow up: why so?

What are the motives for your organisation for having a presence on SNS?

Who is the primary target audience of GOFE on SNS?

The vision and strategy for SNS presence

Can you tell me about GOFE SNS strategy?

- Probe: Who creates it?

- Follow up: Can you share a scenario of how is it transformed into practice?

Is this strategy part of an overall SNS vision?

- Follow up: Who creates it?

- Follow up: How is it communicated among the organisation?

SNS operations

What can you tell me about the SNS team?

- Probe: what is their background?

- Follow up: whom do they report too?

How is their operation related to any central Governmental units?

Probe: do they coordinate with central Government units?

Relationships and trust

What is GOFE trying to achieve through presence on SNS?

- Probe: In your organisation, how is creating Relationships with Youth through SNS communication is possible?

- Follow up: Can you share a scenario of an interaction which could have led to building relationships with a use or group of users?

What can you tell me about the relationship between GOFE communication on SNS and the users' impression of the overall Government?

Follow up: Can you share with me a scenario?

How can the fact that messages and users' posts are restricted can impact this impression?

I: On the organisation's social media pages, it promotes a focus on empowering the Egyptian community through innovation and entrepreneurship.

How is this topic related to Youth?

What impact can these topics specifically have on the impression of users on the overall Government?

Follow up: how can this or could this lead to overall trust in Government?

Would you like to add anything that we did not discuss today?

Part B: YOUTH INTERVIEWS

Description of the procedure

- Opening and discussing elements of the information sheet
- Signature of the consent form
- Start recording

Background

What can you tell me about your background? (Study and profession)

Exploring Youth perceptions of SNS (warm up)

What can you tell me about your SNS use?

What do you think is the impact of these platforms on our social relationships?

Can you share with me your thoughts on the organisational use of SNS?

Motives to follow GOFÉ

Based on the fact that you follow GOFÉ on SNS, what can you tell me about this page?

What are your views on the way they communicate with you as a user?

What could be the reasons to motivate you to choose to follow a page like GOFÉ?

- Follow up: what is the role of the topic of the organisation in such motives?
- Probe: what is the importance of following these organisations?

Outcomes of interaction

What can you tell me about your interaction with the page?

- Follow-up: Have you ever interacted with the page? Can you share a scenario?

What does your interaction/ exposure to GOFE communication on SNS lead to?

- Probe: any specific outcomes you would like to share?

Relationship and trust

What are your thoughts regarding GOFEs efforts to build relationships with the audience through SNS communication?

- Probe: do you think their communication attempts to build a relationship with you (as part of their target audience)

- Follow up: describe that, please

- Follow up: so, are your relationships with GOFE different based on engagement in SNS communication?

In what other ways do you think GOFE can use SNS to foster trust?

- Follow-up: Do you think this actually happens? How or Why Not?

- Follow up: do you think the fact that messages and posts are restricted can impact that?

Topic

What do you think of the topics of GOFE?

Based on your Facebook use, what are your views regarding GOFE's activity?

Probe: what can you tell me about your satisfaction with their activity based on what you see on their platforms?

How do you think their communication on SNS regarding their activity impacts your perception of GOFE?

- Follow up: could this impact your perception of the Government generally?

- How so?

Relating to overall Government

How do you think your experience with GOFE on SNS is related to your perceptions of the overall Government?

Probe: are they related?

On the organisation's social media pages, it promotes its focus on empowering the Egyptian community through innovation and entrepreneurship.

What are your views on the role of the topic on your relationship with the Government?

Follow up: how is this related to trust in Government?

Youth assessment of GOFE presence strategy on SNS.

What can GOFE do better regarding their SNS communication?

Would you like to add anything?

Appendix D: The Codebook

Part A: GOFE Interviews

Source: GOFE interviews				
Code	Code definition	Sub code	Sub code definition	Example
SNS operations	Indications of approach followed by GOFE in operationalising their use and presence on Facebook. Includes items on visions and strategy.	Yes (3)		
		Experience	Subcategory of operationalising SNS by GOFE. Includes details about the team in charge in terms of background and the number of years and other relevant items.	Calibres who are working on social media are government recruited material and they are very new to the social media.
		GOFE identified Challenges	Subcategory of operationalising GOFE presence. Includes details of the challenges GOFE face in being present on Facebook or SNS generally	The outreach of our pages is the barrier and the fake accounts in Egypt are a big issue
		Strategy	Subcategory of operationalising SNS by GOFE. Includes details on GOFE SNS strategy, how it is created, what are the intentions, what are the perceptions of it.	like any other marketing tool. It has its target and his budget
Implied trust	GOFEs' opinion about the influence of communicating with target audience on SNS platforms in terms of trust in GOFE and/or overall Government.	No		We share success stories to gain attention. We are also trying to achieve trust like I told you earlier. The people fear that we are government. But people are always scared that it's never for free with government. But we really are for free. Ha-ha [SIC]

Relational Possibilities	GOFEs' thoughts regarding relationship building with Youth through SNS communication.	No		(silent).. (eh)... relationships! Hmm relationships are ongoing. What builds relationships are the stream of programs we offer. Our programs start even with very young school students teaching them of business and ideas. And then we help them incubate it and then move up the programs. Social media is a parallel process. The more the target moves up the ladder the communication on SNS goes along side.
SNS importance	Evidence on thoughts regarding how SNS is important for GOFE. Also, perceptions on how GOFE places power on the platform and target audience in the overall process.	No		Also, the government the use is increasing, if you notice the government is always recognising how important it is since it's easier to communicate on it than on TV for example

Part B: Youth Interviews

Source: Youth Interviews				
Code	Code definition	Sub code	Sub code definition	Example
About the Topic	Anything that highlights the role of entrepreneurship as a topic in the communication on GOFE pages.	Yes (1)		
		Empowerment	Sub code form the code on the topic. mainly highlights that the topic provides empowerment on a general sense. links the topic to empowerment	Yes of course, I'm naturally interested in this topic and empowerment of Youth in creating their own projects which I believe what will best help the Egyptian economy

				instead of just deepening on foreign investments.
Motive to follow GOFE	Expression on the thoughts regarding what motivates the users to follow GOFE SNS pages	No	NA	I'm interested in entrepreneurship and what's going on. So, I found that this page is talking about so and in Egypt and these are stuff not many people are talking about. It gathers info or like a small online hub that I can follow the news and what's going on. So, it was very useful to me there is nothing like this.
Outcomes of interaction	Youth opinions about what could be the potential outcomes from their interaction with GOFE on SNS pages.	Yes (3)		
		Trust as an outcome	Thoughts by users linking the outcome of their interaction with GOFE on SNS to trust in GOFE and/or government.	Um definitely it will impact the um government in a supportive way without a say. Um as a step its excellent, really really really! When they succeed, they will use it in other organisations, but they need to but only use it properly. But as a step its excellent. Because I don't see the government and I don't see what's happening behind the curtains but its them who are the face of the movement its them who export to me what the government is doing and

				how they are updated and following Youth and not old school in a different direction than what we are following.
		Relationship as an outcome	This is a subcomponent of outcomes and expresses items for relationship with GOFE and Government and their subsequent elements.	Well honestly, I don't think they are trying to do so. I really never feel that whomever is working on this page is passionate about it at all. I feel he works in government and his manager told him to handle the page, and so it is.
		Other outcomes	This is a subcategory from outcomes of interaction. Here Youth implied other or additional outcomes (aside from relationship and trust) as a result of their interaction with GOFE on SNS	News ideas as a starter. Knowing what's happening in technology and entrepreneurship. Even participation in some of the events. Sometimes also but I'm not quite sure about that but why not cooperate with the organisation
Perception	Opinions on how SNS interaction could impact perception of GOFE or/and overall Government.	Yes (3)		
		Negative perception	Subcategory of perception based on SNS. In This code there are negative opinions by Youth on how current SNS presence by GOFE can impact perception.	If they link their content more to policy, it can lead to so. But now no. They need to be middlemen. GOFE are the mediators. GOFE is very powerful in creating perception of the government but only when they share the right content.
		Positive perception	Subcategory of perception based on SNS. In This code there are positive opinions by Youth on how	Yes of course. Something like this makes me feel the government really want to

			current SNS presence by GOFE can impact perception.	support Youth and to embrace new ideas. Initiatives like this make me happier with the government.
		In-between	Subcategory of perception based on SNS. In This code there are reserved thoughts by Youth on how current SNS presence by GOFE can impact perception.	Um, well from their current presence on social media no. but um if they change it to be a different kind of presence maybe yes. But also, it might be a no. um for me what really differed was meeting some of the representatives of these organisations and their ministries in real life. I felt they were really trying to do something.

Part C: Facebook Data

Source: Facebook Data					
Code	Code definition	Sub code	Sub code definition	Example	Notes
Relationship Indicators	Evidence on elements that could demonstrate the possibility of Facebook content in creating relationships between GOFE and Youth.	Yes (2)			
		Commitment	Evidence in content indicating commitment from GOFE to building relationships with Youth. Content could be organisation or Youth generated but must indicate two-way communication.	<p>Menna Saeed Falling walls بخصوص التكرار الى الان مش هيكون فيه سيبتن تانيه للاسف</p> <p>Reference 10: 0.02% coverage</p> <p>طيب مش هتتكرر تاني قريب؟ او ممكن لو حد محضرش حابب يقدم بمشروع؟</p>	Screen shot from coded textual content. Translation: this is a conversation between the user and the page. In this conversation the user is responding to a post by the organisation on a session. The user was wondering if it will be repeated again since she can't make it and if she can apply to funding regardless of attending or not. The organisation responds by confirming with emphasis "of course Yes" and that she can apply regardless.

		Control Mutuality	Exploring the power of control between Youth and Government through Facebook content. must be two-way content and related to the topic of the organisation	<p>Reference 19: 0.02% coverage ما اكبر انبي مش عاوزين طلبة جامعات الا كتبتو راعيتوا اننا عندنا امتحانات ف الما عيد دى</p> <p>Reference 20: 0.02% coverage اخنا بنديور على مدرسين هينقدوا التدريب لطلبة الجامعة يا احمد</p> <p>Reference 21: 0.02% coverage لو سمحت التدريب ده ممكن يتعاد تانى امشى عطشان انا هيكون عندي امتحانات وانا من المنصوره ؟؟</p>	Screen shot from coded textual content. Translation: this is a conversation between a user and the page whereas the user is arguing over an announced for program. In this argument they are complaining that they have exams and can't join and so he is frustrated that it implied the organisation is not interested in students generally.
Trust	Evidence on the influence that Facebook interaction can have on creating trust.	Yes (2)			
		Trust efforts	Exploring the different ways in which GOFE can be using its' Facebook representation to build trust generally whilst considering elements like reputation and impression management.	<p>طيب ايه تفاصيل المسابقة ؟؟</p> <p>في اللينك يا فندم كل التفاصيل وتقدر حضرتك بمراجعته الايفنتات السابقة عندنا كان فيه ايفنتين بكافة التفاصيل</p>	In this coded text there is a conversation between the user and the organisation. The user is commenting on an advertised competition, asking for more details. The organisation replies back with interest indicating the link provided has all details and that the previous two events have all the details.

		Evidence of Trust	looking for evidence through content from Youth that shows they trust the organisation and/or government.	As the government pushes for support of MSE, Bedaya has shown it is an excellent pipeline feeding start-ups into the ecosystem of SME's. I wish you the same success for seasons two, three and 10. You made me very hopeful for the future of Egypt. Whatever it is you did to get those teams to graduation, PLEASE KEEP DOING IT!	Part of the coded text (for visibility challenges)
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