

***The impact of Facebook on building the institution's mental image
from its audience's point of view.
(A survey of a sample study from the audience of Ooredoo Foundation)***

Naserddine Bouyahia^{1,*}, Souad Mokrab²

¹Djilali Bounaama University(Algeria), n.bouyahia@univ-dbkm.dz

²Djilali Bounaama University(Algeria), smokrab@univ-dbkm.dz

مخبر الإعلام والرأي العام وصناعة القيم

Received: 30/09/2023

Accepted: 04/12/2024

Abstract:

This study aims to reveal the impact of Facebook on building a positive mental image by applying it to the Ooredoo organization from the point of view of its audience, by relying on a scale designed for this purpose, which was presented to a purposive sample of 105 individuals from followers of the Ooredoo page on Facebook. The researcher also used methods The statistics were based on the outputs of the SPSS program.

The study concluded that the Ooredoo Foundation page on Facebook has an impact on building a positive mental image of the organization from the point of view of its audience. There are also statistically significant differences at the level of {0.05} in the effect of the Ooredoo Foundation Facebook page on building a positive mental image among its audience due to the variable Gender and educational level.

Keywords: *Audience; facebook; ooredoo foundation page; ooredoo organization: positive mental image; the impact of facebook*

*Corresponding Author

I. INTRODUCTION

Facebook occupies the throne of social networking in terms of importance and the number of its users. Although its creation was initially intended for entertainment and amusement among Harvard University students, it evolved into a platform for dialogue, discussion, and the exchange of opinions among its user base on various topics. Given Facebook's significance, most institutions, both in general and particularly service-oriented ones, have turned to creating interactive pages on the platform to engage in communication and dialogue with their audiences. This allows them to present a positive image of themselves, distinguish themselves, and gain prominence, recognizing that an institution's true capital lies in its reputation. Furthermore, institutions have a desire to publicize their activities and services and to portray a positive image of themselves. This brings us to the focus of our research: the Ooredoo Communications Corporation, which stood out for its effective presence on social networking sites. This was attributed to the effectiveness of its pages in attracting the largest number of followers and the level of interaction with the content it shares, particularly on Facebook. This made it a focal point of our interest and the subject of our study.

Most, if not all, institutions adopt modern methods to confront the challenges of the external environment, which is characterized by rapid development and change in work methods as well as competition. This requires those institutions to focus on the needs and desires of the public as it is the factor that keeps the organization continuing in its growth and productivity. Therefore, institutions that aspire to enhance their position and build their mental image must adopt new mechanisms and methods, perhaps including exploiting the latest findings of modern technology in the field of communication. By that, we mean modern means of communication through which the organization can communicate with its audience directly or indirectly to enhance in their minds its desired position. Perhaps the most prominent of these means is social networking sites, most notably Facebook, which has become one of the most important factors that contribute significantly to drawing and consolidating the mental image of the organization from the point of view of its audience. Therefore, economic and service-oriented institutions, in particular, rely on it to promote their products. This is because Facebook is distinguished by the huge number of its users across the world. (Altaib & Badawi, 2018). This is why Ooredoo seeks to adopt it, aiming to cultivate a positive image for itself, with a total of 6,165,377 followers on its page by the end of 2020, placing it second only to the Djezzy Foundation, which boasts 6,371,706 followers.

Based on the above, we pose the problem of the study as follows:

To what extent does Facebook influence the mental image of Ooredoo's audience?

Study questions:

Is there a relationship between the attitudes of the sample members and the role of the Ooredoo Facebook page in building a positive mental image among its audience?

Are there statistically significant differences at the level of {0.05} in the effect of the Ooredoo Foundation page on Facebook in building a positive mental image among its audience due to the gender variable?

Are there statistically significant differences at the {0.05} level in the effect of the Ooredoo Foundation's Facebook page in building a positive mental image among its audience due to the educational level variable?

Study hypotheses:

- There is a relationship between the attitudes of the sample members and the role of the Ooredoo Facebook page in building a positive mental image among its audience.

- There are statistically significant differences at the level of {0.05} in the effect of the Ooredoo Foundation page on Facebook in building a positive mental image among its audience due to the gender variable.

- There are statistically significant differences at the {0.05} level in the effect of the Ooredoo Foundation's Facebook page in building a positive mental image among its audience due to the educational level variable.

Objectives of the study:

- Revealing the existence of a relationship between the attitudes of the sample members and the role of the Ooredoo Facebook page in building a positive mental image among its audience.
- Detecting the presence of statistically significant differences at the level of {0.05} in the effect of the Ooredoo Foundation page on Facebook in building a positive mental image among its audience due to the gender variable.
- Detecting the presence of statistically significant differences at the level of {0.05} in the effect of the Ooredoo Foundation page on Facebook in building a positive mental image among its audience due to the educational level variable.

Study methodology:

Study methodology and tools: According to the requirements of the study, the researcher considered that the survey method is the most appropriate, as it is based on 'obtaining data and information that target the scientific phenomenon itself with the aim of forming the basic base of data and information in a specific field of specialization and processing it. (Al-Mashhadani, 2017)" With regard to the study tool, the scale was chosen, which was built using the scales complex technique. It was subjected to measuring internal validity, using the "Pearlson" correlation coefficient, and a statistically significant correlation result was obtained, and it was subjected to measuring reliability using the "Alpha Crombach" coefficient. A reassuring reliability coefficient of 0.989 was obtained, and to measure the consistency of external validity, it was presented to a group of arbitrators.

Study population and sample:

The study population consists of all individuals who follow the Ooredoo page on Facebook. The study tool was administered to a sample of 105 individuals, deliberately selected using both paper and electronic forms. After the distribution process, 105 forms were collected, with 10 paper forms later disqualified as they did not meet the criteria for a correct response from the sampled individuals. This is illustrated in the table below:

Table (01): Summary of sample size :

Volume of distributed forms	Volume of returned forms	Number of questionnaires not valid for analysis	Number of questionnaires suitable for analysis	Percentage of questionnaires suitable for analysis %
Paper form	40	10	30	75
Electronic form	75	-	75	100
the total	115	10	105	-

Prepared by the researcher based on the outputs of the SPSS program

1. Facebook

1.1. Facebook a closer look:

1.1.1 its definition:

a. Facebook as a term: It is a foreign word consisting of two parts: 'Face' and 'book', which means 'the book of faces', as the founder of the site intended. (Ahmed Qamhiyya, 2017)

b. As for the terminology: The term 'Facebook' in Europe refers to a paper notebook that contains pictures and information about individuals in a particular university or group, hence the name of the site. This is considered a common method for introducing people, especially in foreign universities, to each other, as university members browse these notebooks to learn more about the students in the same college. (Fadlallah, 2010). Facebook has gained acceptance and response from people, especially young people, around the world, and it does not go beyond the limits of a personal blog, which began its inception in February 2004 (Mazari, 2020) Created by the 19-year-old young man, "Mark

Zuckerberg," in his dorm room at Harvard University, the website was initially available only to Harvard students. It was later opened to students from other universities, and then to high school students and a limited number of companies. Finally, it was made available to anyone who wanted to create their own account. (Qasimi & Jidari, 2019)

Sherry Kinkoph Gunter, a researcher in the field of social networking sites, also defined Facebook as "one of the social networking sites that represents an international community on the Internet. It is a place where members of society come together to interact with each other through the exchange of photos, videos, and other information, as well as engage in general communication with friends, family, work and study colleagues, and others. It connects individuals within cities or regions, work, home, school, or any other place. These relationships are built on the surface of profile pages that allow users to exchange information and communicate with others. Facebook seeks to create an environment where individuals can log in regularly to track what friends and colleagues are doing, share their activities, interact over common interests or hobbies, send messages, and join other groups and networks. (Hatimi, 2015)

1.1.2 Facebook features:

Firstly, globalization, where geographical and spatial barriers are eliminated, and international borders are destroyed, allowing individuals in the East to communicate with those in the West with simplicity and ease. Secondly, interactivity: the individual is not only a receiver and reader, but also a creator, writer, and participant, eliminating the passive nature of old media. Television and newspapers now provide room for active participation from viewers and readers. Third, diversity and versatility. Students use these platforms for learning, scientists to share knowledge and educate people, and writers to connect with readers... and so on. Fourth, ease of use: social networks utilize simple language and symbols, along with tools that facilitate user interaction. Fifth, savings and economy: they are efficient in terms of effort, time, and money, especially with free subscriptions and registrations. Even an ordinary individual can have a presence on the social network, not limited by financial means or restricted to a specific group. (Al-Ali, 2015). Facebook also includes a number of features that allow users to communicate with each other, including Wall, which is a designated space on any user's profile page that allows friends to send various messages to that user, in addition to Status, which allows users to inform their friends of their locations and the work they are currently doing. It is worth noting that the user's wall panel can be viewed by anyone who can view this user's profile according to the privacy settings. (bin Hussein Al-Arishi & bint Abdul Rahman Muhammad Al-Dosari, 2015). Facebook users can also change their privacy settings, in order for their data to be more secure. (waldman, 2016)

1.1.3 Facebook services are:

- Reconnect with old friends, establish new friendships, and keep track of what your friends say, think, and do. Additionally, you can share information with friends by posting notes, links, photos, and videos.
- Invite friends to parties, performances, meetings, or any other type of gatherings that friends agree on through the site. Also, use applications to play games with friends from around the world, exchange gifts, and publish news in various economic, social, and political magazines, while encouraging the sharing of films and pictures on these topics for review.
- Create groups and pages to connect with others who share similar interests and disseminate news about creative projects and important initiatives. (Moassed Naseeq, 2016)

Therefore, it can be said that the Facebook site has brought about a shift to great and unprecedented horizons within the scope of the work of institutions in general, and service-oriented institutions in particular. It has given an opportunity to its audience and followers on the page to influence and navigate through its published content without restrictions or censorship. The Facebook site has become a platform with significant influential and interactive capabilities on the public, aiming to create a positive image of the organization's activities and services.

1.2. Mental image :

The mental image is gaining great importance in all fields. The external audience is no longer only interested in the consumption aspect, but has become more interested in the imaginative aspect related

to conjuring the image and building the impression about the service or institution. The image of the institution is of great importance, and this is due to the capabilities and prospects it gives the institution in serving the consumer and society, and achieving its established long-term goals.

1.2.1 Definition of mental image:

The mental image is a language that means the form that distinguishes a thing, and it also means (language in images is the plural of an image, and its images are representations, so they are visualized, and by the representations of a thing, I imagine its image, so it is visualized for me). As for the mental image, it refers to the mind, and the mind is the mind, so it is (intelligence and preservation)) Baqir(2014 • In terminology, it is a relative psychological cognitive process that goes back to cultural origins and is based on individuals' voluntary, direct, and indirect awareness of the attributes and characteristics of something (a product, a company, an individual, a group) and the formation of impressions and emotional tendencies towards this thing, resulting in behavioral trends in the framework of a particular society. (Naili & Lamoushi, 2020)

Kenneth E. Boulding defines a mental image as "the set of subjective impressions that form about him in the minds of voters, and these impressions can be ideas about the candidate's political values, his personality, or his leadership ability, and many of these impressions are formed in the presidential positions of the state through what is broadcasted by mass media (Al -Jaraida, 2013).

1.2.2 Features and characteristics of the mental image:

- The mental image of the institution is characterized by dynamism, the ability to change, and continuous interaction with the internal variables of individuals, or those of the institution itself or its competing institutions, and it also interacts with various societal variables. The mental image of the institution also provides a mental representation of everything related to it to the public, whether this representation is partial for some of its elements, or for its entirety.
- The mental image of the institution represents a part of its overall reality. It is also intentional and carefully planned
- The mental image of the institution is the subjective mental impressions that form in the minds of individuals and shape their attitudes and judgments towards the institution. (Brahimi & Mardawi, 2019)

1.2.3 The importance of the mental image:

- Increasing public confidence in the organization, as well as attracting funding sources to support the organization, and increasing funding for its programs and activities. Additionally, it helps to attract skilled volunteers to participate in the organization's activities and generates a feeling of trust and belonging to the organization in the hearts of its members and those working with it. On the other hand, it works to increase the interest of opinion leaders and the media in the organization and its role in serving society. (Al -Hadawi, 2011)
- JEFKINZ enumerates the types of mental image as follows: the mirror image, which is the image through which the establishment sees itself, the imaginary image, which is the image in which others see the institution, the desired image, which is the image that the establishment would like to have for itself in the minds of the masses, and the ideal image, which is the most ideal image that can be achieved. It can be achieved if we take into account the competition of other establishments and their efforts to influence the masses. Therefore, it can be called the expected image, the multiple image, and it occurs when individuals are exposed to different representatives of the establishment, each of whom gives a different impression of it. It is natural that this number does not last long, as it either turns into an image. A positive or a negative image, or a unified image that combines both sides, with positive and negative elements, depending on the severity of the impact of each of them on these individuals. (Ajwa, 1983)

1.2.4 The cognitive dimension:

This means information related to the trademark that is built on the mental image that the consumer forms of it, as the level of accuracy of the information that we obtain about the trademark affects the

accuracy of the mental image that we form of it, and the errors that individuals form about it are errors that result mainly from that. Incorrect information and knowledge obtained by the consumer. (Dabyan, Abdel Hamid, & Mahmoudi, 2020)

- The emotional dimension represents an individual's feelings and emotions towards a country, a people, or a society. It extends from acceptance to rejection and ranges in intensity between positive and negative.

The procedural dimension is represented by the individual's desire to travel to a foreign country and live and work there or marry it. This factor depends on the social distance between peoples. (Hijab, 2007)

- The social dimension: This dimension addresses the image as "acquired from socialization, and it forms the behavioral norms towards the company or brand. It is also closely related to culture, customs and traditions. Images are not the creative product of an isolated individual, but rather they are a product of the group and an activity for it, just as they are not. It is merely an individual perceptual activity, but it is a social activity. (Mujahideen & Haj Naas, 2018) It is clear from this that the mental image differs from the stereotyped image in that it cannot but be transformed into a fixed pattern if the information is added and corrected. Therefore, whether the image is mental or stereotyped depends on a basic issue, which is its being the same. Open or closed combination. (Hosni Abdel -Khaleq, 2014)

It can be said that since the image is the goal and the main axis on which the function of public relations and those working in it is based, it is natural for the image to occupy the shortcomings in media studies. Our study sought to highlight the role of the Facebook network in building the mental image of the Ooredoo organization, as every organization creates a page. On Facebook to contribute to disseminating information and messages that contribute to building a positive image of the organization.

2. The applied part of the study:

Table (02): Distribution of the study sample according to the gender variable

gender	frequency	percentage %
male	35	33.33
female	70	66.67
The total	105	100

Prepared by the researcher based on the outputs of the SPSS program

We observe from Table (02), which illustrates the distribution of study sample members according to gender, that the sample members are widely distributed. The preference was for females at a rate of 66.67% compared to 33.3% for males out of the total study sample, and this is due to:

The electronic form was published in special groups for students and other demographics. The response rate for female students (female category) was higher. The same applies to the paper forms distributed at Djilali Bounaama University, Khemis Miliana, and also at the Ooredoo branch in the municipality of Khemis Miliana. Despite equal opportunities, statistics from January 26, 2022, show that the number of males in Algeria reached 22,811,008, accounting for 50.5%, while the number of females reached 22,387,437, or 49.5%. (Algeria Population) This provides evidence that the female group shows more interest in the scientific aspect compared to the male group.

Table (03): Distribution of the study sample according to the educational level variable

Educational level	frequency	percentage %
Secondary school or less	10	9.52
Bachelor/Master	68	64.76
Ph.D	27	25.72
the total	105	100

Prepared by the researcher based on the outputs of the SPSS program

It is evident from Table (03) that there is diversity in the educational levels of the study sample members. At the forefront, we have individuals with a bachelor's or master's degree, accounting for 64.76%. Following that, we find those at the doctoral level, constituting 25.72%, and finally, individuals with a secondary level education or below, making up 9.52%. These percentages indicate that the majority of the study sample possesses a commendable level of education. This suggests that the study sample is well-equipped to respond to the questionnaire items.

Table (04): Arithmetic mean and standard deviation of the study variables

variable	SMA	standard deviation
Individuals' attitudes towards the page	55.54	5.828
the role of the Ooredoo page	71.90	10.784

Prepared by the researcher based on the outputs of the SPSS program

It is evident from the data presented in Table (04) that the arithmetic mean level of individuals' attitudes toward the page reached a value of 55.54 with a standard deviation of 5.828. Additionally, the arithmetic mean level of the Ooredoo page role reached a value of 71.90 with a standard deviation of 10.784.

Table (05): Personal correlation coefficients between the study variables

Statement	Correlation coefficient	Significance level
Individuals' attitudes towards the page/the role of the Ooredoo page	0.672	0.000

Prepared by the researcher based on the outputs of the SPSS program

We observe from Table (05) a positive and strong correlation between individuals' attitudes towards the page and the role of the Ooredoo page, which is statistically significant at a significance level of $\alpha < 0.05$, with a value of 67.2%.

Table (06): Results of simple linear regression between the human element and the reliability dimension for the quality of page services.

In order to test this previous hypothesis, we need to develop two hypotheses: the null hypothesis and the alternative hypothesis, given that the null hypothesis is subject to testing, meaning that it may be incorrect, which requires developing the alternative hypothesis:

H₀: There is no statistically significant effect at the level ($0.05 \geq \alpha$) of the role of the Ooredoo page on individuals' attitudes towards the page.

H₁: There is a statistically significant effect at the level ($0.05 \geq \alpha$) of the role of the Ooredoo page on individuals' attitudes towards the page.

The following table shows the results of the simple linear regression analysis:

Statement	Correlation coefficient R	The coefficient of determination R ²	β_0	β	F _{CAL}	T _{CAL}	Significance level
Individuals' attitudes towards the page	0.672	0.451	29.445	-	84.669	-	0.000
The role of the Ooredoo page	-	-	-	0.363	-	9.202	0.000

Prepared by the researcher based on the outputs of the SPSS program

According to the data in Table (06), we find that the value of F_{cal} is greater than T_{cal} at a significance level of ($\alpha \leq 0.05$). This explains that the regression model is significant, meaning that it is possible to predict individuals' inclinations towards the page through the role of the Ooredoo page. We found that

there is a correlation between the variables at a rate of 67.2%. This means that the role of the Ooredoo page explains 45.1% of the variations in individuals' inclinations towards the page, while the rest is attributed to other variables. The constant value $\beta_0=29.445$, and the regression coefficient for the independent variable $\beta=0.363$. The value of F_{CAL} was greater than the value of T_{CAL} , indicating that an increase of one unit in the role of the Ooredoo page leads to an increase in individuals' inclinations towards the page by a value of 0.0363.

Based on all of the above, we reject the null hypothesis H_0 and accept the alternative hypothesis H_1 , which states that there is a statistically significant effect at a level of ($\alpha \leq 0.05$) for the role of the Ooredoo page on individuals' inclinations towards the page. This relationship can be expressed through the following regression equation: $e_i + 0.363X + 29.445 = Y$

Where:

Y: Individuals' inclinations towards the page

X: Role of the Ooredoo page

e_i : Random error

Table (07): Testing the differences between the variable of individuals' attitudes toward the page and the variable of gender.

Statement of differences	F_{TAB}	Significance level	T_{TAB}	Significance level
Individuals' attitudes towards the page * Gender	1.862	0.175	1.477	0.143
			0.545	0.126

Prepared by the researcher based on the outputs of the SPSS program

Through Table (07), it becomes evident that the significance level for the F value is greater than 0.05, indicating that it is not statistically significant at the ($\alpha \leq 0.05$) level. This means that the variance is equal between the two groups. Consequently, we consider the value of T for the first row, and we state that the two samples are taken from the same population. Since the value of T is not statistically significant at the ($\alpha \leq 0.05$) level, we accept the null hypothesis H_0 , which suggests that there are no statistically significant differences in individuals' inclinations towards the page attributed to the gender variable.

Table (08): Testing the differences between the variable of individuals' attitudes toward the page and the variable of educational level.

Statement of differences	F_{CAL}	Significance level
Individuals' attitudes towards the page* Educational level	1.206	0.303

Prepared by the researcher based on the outputs of the SPSS program

Through Table (08), we observe that the F value was not statistically significant. Therefore, we accept the null hypothesis H_0 , which suggests that there are no statistically significant differences in individuals' inclinations towards the page attributed to the educational level variable.

II. Results and discussion :

We will now present the results of the field study hypotheses, which are as follows:

Hypothesis 1: There is a relationship between the attitudes of the sample individuals and the role of the Ooredoo page on Facebook in building a positive mental image among its audience.

It became clear to us that there is a significant and strong positive correlation between individuals' attitudes towards the page and the role of the Ooredoo page, with a statistical significance level of 0.05 ($\alpha < 0.05$) at a rate of 67.2%. This is demonstrated in Table (05) above, thus confirming this hypothesis.

Hypothesis 2: There are statistically significant differences at a level of 0.05 in the influence of the Ooredoo company's page on Facebook in building a positive mental image among its audience attributed to the gender variable.

Through the analysis and discussion of the results in Table (07) above, it became evident that the significance level for the F value is greater than 0.05, indicating that it is not statistically significant at the ($\alpha < 0.05$) level. Furthermore, since the value of T is also not statistically significant at the ($\alpha < 0.05$) level, we accept the null hypothesis H₀, which suggests that there are no statistically significant differences in individuals' attitudes towards the page attributed to the gender variable. Therefore, this hypothesis was not confirmed.

Hypothesis 3: There are statistically significant differences at a level of 0.05 in the influence of the Ooredoo company's page on Facebook in building a positive mental image among its audience attributed to the educational level variable.

It became clear to us from Table (08) above that the F value was not statistically significant. Therefore, we accept the null hypothesis H₀, which suggests that there are no statistically significant differences in individuals' attitudes towards the page attributed to the educational level variable. Consequently, this hypothesis was not confirmed.

III. Conclusion:

According to the theoretical study that was supported by the applied study, a set of the following recommendations can be made:

- Increase more interest in the Facebook page and focus on the quality of services (especially related to the cost of the service)
- Using the Ooredoo Facebook page for new strategies and methods to attract more audiences to the page.
- Conduct more marketing research in order to monitor the opinions and concerns of page followers in order to improve the service and address customer problems.
- Encouraging followers of the Ooredoo page to publish their opinions about the organization's services and share them with others.

- Referrals and references:

- Ahmed Qamhiyya, H (2017), Facebook Under the Microscope, Al-Nokhba Publishing and Distribution, Egypt;
- Ajwa, A (1983), Public Relations and mental image, World Books, Egypt;
- Al -Hadawi, F. M (2011), New Concepts in Public Relations, Osama Dar for Publishing and Distribution, Amman;
- Al -Jaraida, B. A (2013), Public Relations Department, Osama Dar for Publishing and Distribution, Jordan;
- Al-Ali, S (2015), Social communication skills, foundations of concepts and values, Dar Al-Hamid for Publishing and Distribution, Amman;
- Al-Mashhadani, S. S (2017), Media Research Methods, Dar Al-Kitab University, UAE-Lebanon;
- Altaib, M., & Badawi, I (2018), Technologies and Application of social networking sites and thier benefits in the educational process, International journal of Humanities & and social sciences , volume 05;
- Baqir, M. (2014), The mental image in public relations, Osama Dar for Publishing and Distribution, Jordan;
- bin Hussein Al-Arishi, J., & bint Abdul Rahman Muhammad Al-Dosari, S (2015), Social Networks and Values (An Analytical View), Al-Dar Al-Mudhaji for Publishing and Distribution, Amman;
- Brahimi, M., & Mardawi, K (2019), The Impact of Marketing Ethics on Building the Mental Image of Mobile Mobilis Service Customers, Constantine State, Economic Studies Magazine , Algeria, 06 (01);

Countrysmeters (2022), Algeria Population, <https://countrysmeters.info/en/Algeria> (Consulted on January 26, 2022);

Dabyan, K., Abdel Hamid, F., & Mahmoudi, A (2020), Theoretical Restination of the mental image and the difference between it and the perceived image. Journal of Modern Economics and Sustainable Development , 02 (02);

Fadlallah, W. M (2010), The Impact of Facebook on Society, Shams Al Nahda Blog, Sudan;

Hatimi, H. M (2015), Public Relations and Social Media Networks, Dar Osama for Publishing and Distribution, Jordan;

Hijab, M. M (2007), Effective Communication to Public Relations, Darf Al -Fajr for Publishing and Distribution, Egypt;

Hosni Abdel -Khaleq, Y (2014), Public Relations and Popular Diplomacy, Atlas Publishing and Media Production, Egypt;

Mazari, N. a.-D (2020), Credibility on Facebook between news and rumour (a reading of the mechanisms of spreading rumors on social media sites and ways to combat them (Facebook as an example), Afaq al-Ulum Magazine, 05 (02);

Moassed Naseeq, J. A.-S (2016), The communicative function of the social networking site (a study on Facebook), Alpha Documentation, Algeria;

Mujahideen, F., & Haj Naas, K (2018), The impact of the dimensions of the strategy of building the mental image of the brand on the image of its perception of the Algerian consumer (a field study on the Condor brand), Al miaar Magazine,Algeria, 09 (02);

Naili, I., & Lamoushi, Z (2020), Marketing through social networks and its impact on improving the mental image of the brand of the Mobilis Foundation, Magazine of Knowledge Groups,Algeria, 06 (02);

Qasimi, A., & Jadari, S. J (2019), The impact of social networking sites on the societal security of the Gulf countries, People's Democratic Center for Strategic, Political and Economic Studies, Germany;

waldman, A. e (2016), Privacy, Sharing, and Trust: The Facebook Study, Case Western Reserve University, 67 (1);



Appendices

Djilali Bounaama University – Khemis Miliana

The Faculty of Human Sciences

Section of media and communication

Communication and general relationships

The impact of Facebook on building the institution's mental image from its audience's point of view.

(A survey of a sample study from the audience of Ooredoo Foundation)

This thesis was presented to obtain a doctorate in media and communication science

Note: This questionnaire is designed to accomplish a scientific article, so we ask you to answer the items objectively by setting a sign (+) in front of the appropriate answer, and we pledge to you to maintain the confidentiality of information and not use it except for the purpose of scientific research.

Done by :

Souad Mokrab

Supervision of Professor :

Dr. Nasreddine Bouyahia

University season: 2021/2022

The first axis: personal data:

Gender:

Male

☐

Female

☐

Educational level:

Secondary and less

☐

Bachelor/ Master

☐

PhD

☐

The second axis: the directions of the sample members direction to the Ooredoo page on Facebook.

the number	Phrase	Strongly Agree	agree	neutral	disagree	Strongly disagree
1	The Ooredoo page on Facebook includes an illustrative image of the institution, its branches and its contents in dealing with customers.					
2	Ooredoo page on Facebook takes into account the privacy of customers in terms of the nature of information and the time to send it.					
3	Ooredoo page on Facebook seeks to provide users with the correct information about the institution's services.					
4	Ooredoo page on Facebook takes into account that the sources of its information sources are reliable.					
5	Ooredoo page on Facebook guarantees a quick response service to customer questions on the private.					
6	Ooredoo page on Facebook is keen to keep the public aware of the latest offers and products for the company.					
7	Ooredoo's Facebook page allows everyone to participate in competitions for several prizes.					
8	The contents of the Ooredoo page on Facebook are not at the required level					
9	The Ooredoo page focuses on the Foundation's Facebook Facebook greatly.					
10	Ooredoo's page on Facebook creates the browser contents of the browser curiosity in knowing the new about the services of the Foundation.					
11	Ooredoo page gets a large number of reactions.					
12	Ooredoo page on Facebook is keen to highlight the unity of the people by displaying its posts in the best picture in several languages.					
13	Ooredoo's Facebook page is useful for providing the latest news about the institution's services					
14	Ooredoo page focuses on Facebook on ads.					
15	Ooredoo page is keen to be among the most popular pages.					

The third axis: the role of the Ooredoo page on Facebook in building a positive mental image of the institution.

the number	Phrase	Strongly Agree	agree	neutral	disagree	Strongly disagree
16	Ooredoo page on Facebook is keen to adhere to the credibility of its contents.					
17	Ooredoo page on Facebook covers seminars and conferences in order to introduce their services.					
18	Ooredoo page on Facebook seeks to access followers in different regions					
19	The Ooredoo page on Facebook seeks through its contents to build the identity of the company's personality.					
20	The quality and elegance of the Ooredoo page on Facebook creates a good impression of the followers of the institution.					
21	Ooredoo page on Facebook offers a service or a product in a way that attracts the attention of its followers.					
22	Ooredoo page on Facebook creates a feeling of comfort in her fans when dealing with it					
23	Ooredoo's Facebook page offers low -cost free offers compared to competitors.					
24	Ooredoo page is keen on Facebook that its contents are compatible with the needs of its fans.					
25	High quality images, as well as the Ooredoo page on Facebook, contribute to increasing the attention of their followers.					
26	The Ooredoo page on Facebook has a database of its followers that are committed to maintaining the privacy of their data.					
27	The Facebook page of the Ooredoo page provides opportunities to communicate with it at any time					
28	Ooredoo page on Facebook is concerned with its followers' complaints.					
29	Ooredoo page on Facebook seeks to show the update process its activity to build a renewed mental image of the institution.					
30	Ooredoo's Facebook page responds to the follow -up suggestions in order to improve the services provided.					
31	Ooredoo page on Facebook builds good social relationships towards society.					
32	Ooredoo page on Facebook is keen to learn about the needs of its followers.					
33	Ooredoo page on Facebook deals with its followers in a flexible way.					
34	Ooredoo page on Facebook sends text messages to its followers in order to know their opinion of the quality of its services.					
35	Ooredoo page on Facebook is working to care for social and cultural demonstrations / sports competitions / charitable works.					

Notes:.....
