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Digital empowerment in Algeria thru the 7.77 program - An analytical study of the posts on the official page of the Ministry of Postal and Telecommunications and the program's page on the Facebook platform -

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Abstract:

In recent years, Algeria has witnessed a major shift in its development philosophy, as it moved from traditional approaches to adopting a comprehensive national strategy for digital transformation with ambitious prospects reaching 2030, where digital empowerment is no longer a technical option, but rather has become a pillar for consolidating digital national sovereignty, enhancing the knowledge economy, and developing the performance of the public service. In this context, qualitative initiatives such as the Generation and Generation Program (7.77) are emerging; As a basic pillar for spreading digital culture by targeting different segments of society and empowering them digitally with all modern skills from cybersecurity to artificial intelligence, which reflects the state's will to build an integrated digital society capable of keeping pace with technological challenges .In this context, this analytical study aims to understand the reality of empowerment in Algeria, based on publications from the official page of the Ministry of Post and Telecommunications and the official page of the training program on the Facebook platform.

Keywords: Digital Empowermen ;Digital Transformation; Program 7.77.

I. INTRODUCTION

If digital culture is the sum of the beliefs, customs and behaviors shared by members of society, then we can say that digital culture is the cultural changes that resulted from the development and dissemination of digital technology and its integration with all activities of daily life, adapting to the world's data and scientific and civilizational developments. The widespread developments in this digital world have required individuals to be familiar with technical capabilities Reaching a high or acceptable level of dexterity and skill in interacting with electronic and smart devices and other modern technological means and media.

Technology has also allowed for the creation of new digital societies; giving them the opportunity to present themselves, and governments' reliance on them to implement their strategies and programs has become inevitable. Digital government is no longer an entertainment option, in order to provide services in the best possible way, achieve huge investments, and make and make decisions.

Recent studies indicate that digital culture and digital empowerment represent essential pillars for the success of governments and societies alike, and the success of digital transformation in particular.Citizens' skills in using technology and various electronic social platforms have also become essential. Digital culture is no longer limited to dealing with digital applications and platforms; rather, it has extended to include awareness of the social and ethical dimensions of technology, not to mention protecting privacy, data security, cybersecurity, and digital responsibility, in addition to most of the secretions of artificial intelligence, which is experiencing the peak of its power and impact on users, and which has penetrated their minds and changed the scope and boundaries of their ideas.

From this perspective, Algeria has begun to keep pace with the technological revolution according to a thoughtful approach by establishing a high-level body under the guardianship of the presidency, tasked with leading sectoral digitization projects and strategic projects in the field of digital transformation in Algeria, and ensuring their follow-up and evaluation. Algeria has prepared a national strategy for digital transformation with the vision of "Digital Algeria 2030" according to a comprehensive participatory and consultative approach; seeking to improve the well-being of citizens and institutions Not to mention the promotion of digital culture, the absence of which creates obstacles that stand in the way of the government's efforts to achieve digital transformation and break the technical gap between the segments of Algerian society, in addition to the necessity of providing digital readiness among both individuals and institutions; as digital readiness is a vital element in activating digital government service platforms with the availability of a digital citizen who possesses the readiness and skills necessary to confront all network dependencies, artificial intelligence and cyber threats Protecting systems and everything that is technically harmful

Thus, this study starts from the issue of digital empowerment in Algeria by shedding light on the national awareness-raising training program that aims to enable Algerian citizens to acquire practical digital skills under the slogan "Generation and Generation", through a descriptive and analytical study of the official page of the Ministry of Post, Telecommunications and Telecommunications and the official page of the program 7.77. From here we present the main forms:

How is digital empowerment achieved in Algeria through the National Program 7.77? A group emerges from the main question as follows:

A- Questions related to the topic (content) (What was said?)

1- What language is used in the publications of the official page of the Ministry of Post and Telecommunications and the official page of the 7.77 program?
2- What are the rhetorical methods employed in the publications of the official page of the Ministry of Post and Telecommunications and the official page of the 7.77 program?
3- What are the goals that seek to enhance digital empowerment in Algeria through publications on the official page of the Ministry of Post and the official page of Program 7.77?
4- What are the persuasive appeals employed in the publications of the official page of the Ministry of Post and the official page of Program 7.77?
5- What are the values found in the publications of the official pages of each Ministry of Post and the National Program 7.77?
B. Study questions related to (How was it said?):
1- What are the prominent interactive formats in the publications of both the official pages of the Ministry of Post and Program 7.77?
2- What is the nature of the citizen user's interaction with the publications of the Ministry's page and Program Page 7.77?
3- What are the media used in the publications of the Ministry of Post page and the program page to promote digital empowerment in Algeria?

1- Study objectives:

- Learn about the content and nature of the 7.77 Digital Empowerment Program in Algeria.
- Revealing the objectives of the training program that it seeks to achieve?
- Monitoring the target audience of the program 7.77

Revealing the nature of the forms of interaction to the target audience of the digital empowerment program in Algeria through Program 7.77.

- Uncovering the reality of digital empowerment in Algeria through the National Program 7.77.

2- Study methodology:

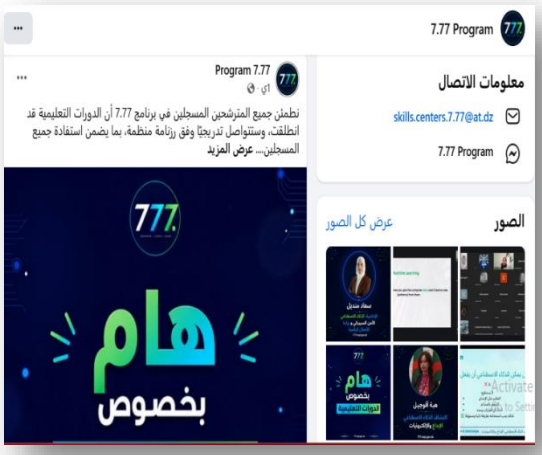
This study relies on the descriptive analytical approach as the main approach, as this approach is compatible with the requirements of the study
It seeks to describe and analyze the phenomenon of digital empowerment through the National Educational Introductory Program 7.77, which targets a wide age group (from 7 to 77 years). This is based on analyzing the publications of the official pages that published the topic and monitoring the forms of public interaction used with them, as it is a new government strategy; Its reality must be monitored in light of Algeria's efforts to promote digital empowerment.

3- Research population and study sample:

The study population is represented by the total publications of the official pages of both the Ministry of Post and Telecommunications in Algeria and the official page of the National Program 7.77 on Facebook, which was created with the aim of providing Algerian citizens with all the details and issues related to the training program, which opened the door to a wide range of citizens.
As for the inspection, it was divided into two types for the research necessity: a comprehensive inventory method sample related to the publications of the official page of the Ministry of Post and Communications on the Facebook platform, which included the topic of the 7.77 training program and was limited to:
Only 05 publications . As for the vocabulary of the program's official page, it was determined using the intentional sample method, and 0**5 publications were selected** that included the

program's topic and all issues related to it, because the page is newly created and the program is also still undergoing procedures and stages, proceeding according to an organizational time plan, as will be explained later Therefore, the study sample was defined by ten items shown in the following table:

Publications of the official page of the National Training Program 7.77	**Publications of the official page of the Ministry of Post and Telecommunications**
First post: June 14, 2026	**First post: May 16, 2026**
Second post: June 15, 2026	**Second post: May 18, 2026**
Third post: July 3, 2026	**Third post: May 19, 2026**
Fourth post: July 4, 2026	**Fourth post: May 21, 2026**
Fifth post: July 11, 2026	**Fifth publication: May 23, 2026**
https://www.facebook.com/777Program	**https://www.facebook.com/search/**





Source: The official page of the Ministry of Post and the official page of Program 7.77

Second: The theoretical framework of the study:

1- The concept of digital empowerment:

A- Empowerment: The word "empowerment" in the Arabic language means strengthening or reinforcement. The word "empowerment" was mentioned as (empowerment) meaning making him able to do a certain thing. It is said that he is proficient in knowledge or something, or in a certain skill; meaning he is good at it.

The word "empowerment" was also mentioned in the Lisan al-Arab dictionary with the word (possession); So-and-so is said to have a position with the Sultan, meaning he has empowerment, and empowerment in its origin, as Al-Baydawi said; "To make something a place in which it can be empowered". (BOURESSLI , 2017-2018, pp. 29-30)

"empowerment in the Holy Qur'an was mentioned in 11 Qur'anic surahs through 15 places of blessed verses within 17 words indicating empowerment, where the actual form of this concept (empowered) prevailed: among them are the following:

It is possible for him	El Kheir	Meaning of empowerment	Text of the verse	Surah
The people of Hud returned People of Mecca	God Almighty Money and power	Power and authority And ample livelihood Influence and power Money and power	﴿ Have they not seen how many a century before them We destroyed. We established them in the land that We did not establish for you. And We sent the heaven upon them in full swing and made rivers flow beneath them. So We destroyed them for their sins and created after them another century. ﴾	Surah Al-An'am, verse 6 Part 7, p. 128
All people	God Almighty	Preliminaries, preparation and harnessing	﴿ And We have certainly established you in the land and made for you therein livelihood. Little do you give thanks.﴾	Surah Al-A'raf, verse 10, part 8, p. 151
Zulqarnain	God Almighty	He acts as he pleases and takes any path that leads him to achieve his goal	﴿Indeed, We have established for him on the earth and given him from every thing a cause.﴾	Surah Al-Kahf: Verse 84, Part 16, p. 30
Thus, the word empowerment appeared in more than one place and meaning, including: strength and authority on earth, strengthening and consolidation, status and honor, giving, high status, stability, etc				
Surat Yusuf in three verses, Surat An-Nur, Surat Al-Hajj, Surat Al-Qasas in two verses, Surat Al-Ahqaf, Surat Al-Takwir.				

Source: (BOURESSLI , 2017-2018, pp. 5-6)

Empowerment in the context of Western circulation is defined through the verb "empower" : to grant legal authority, or to transfer authority and power to a person. The word empowerment is derived from power in Western dictionaries; according to their sources, the first use of the term empowerment and its derivatives was in the 17th century AD, by Hamon L'éstrange , and this use came in accordance with the concept of independence and authorization. (BOURESSLI , 2017-2018, p. 07)

Digital empowerment: is the employment of digital technologies and capabilities in the educational process for students and the training of employees, and the skills in using technology for citizens and the processes supporting it, with all skill, effectiveness and efficiency. Digital empowerment is also known as a means to achieve comprehensive growth for individuals, institutions and societies technologically and information-wise; in order to control and adapt to life skills, and it is an important means to enhance self-confidence technologically and digitally, as well as enhance their competitiveness. (KARMIN, 2026, p. 195)

Don Tap scott also defined digital empowerment as "a basic, multi-purpose technology that integrates various communications infrastructures to achieve efficient and convenient transfer of information and data between different parties." Most researchers considered physical information systems to be the essence of digital technology, which went through three basic stages: informatics, digitization, and digital transformation

It is worth noting that in order to understand digital empowerment, we must understand the nature of digital transformation and understand the digital transformation policies pursued by countries and governments, as a strategy of investing in thought and changing behavior to bring about a radical transformation in the way of working; by benefiting from the great technical development

taking place to serve beneficiaries better and faster, as digital transformation provides huge possibilities for building effective, competitive and sustainable societiesBy achieving a radical change in the services of various parties, in addition to improving their experiences and productions through a series of coordinated processes; while reformulating the procedures necessary for activation and implementation. (Racha adel , 2022, p. 18)

Therefore, digital transformation trends included **five areas:**

a. Technical infrastructure: This refers to the strength of an organization and communication with increased network speed due to fifth generation wireless technology, fiber optics, and quantum computing, which is a promising field for increasing computing power exponentially, and the blockchain that enables a new form of data exchange and digital finance.
b. Data analytics, artificial intelligence and machine learning to guide decisions.
c. Scalable applications, including cloud-native systems, buildable applications, and cybersecurity and data protection networks.
d. Consumer (user) experiences: through the use of virtual reality and augmented reality.
e. Intelligent systems: Smarter devices including robots, autonomous systems, hyperautomation, the Internet of Things, and hyperautomation.

2- Digital empowerment: A mechanism to consolidate digital transformation in Algerian society

Since its independence, Algeria has recognized the importance of technological development, especially in the field of information and communication technology"TIC," Its impact on the country's economic and social development began with the establishment of training and research centers specializing in information and communication technology, similar to the computer science research and study centers established in 1969. These were later renamed the National Institute of Computer Science and then the Higher School of Computer Science."ECI" In addition to establishing the National Automated Information Technology Authority "CMI" Which is the first body in the field in Africa and the Mediterranean region under the name "MENA" .The following table illustrates Algeria's strategy towards digital transformation:

(authorthe, Without an; Digitization, official magazine issued by the High Commission for, 2024, p. 46)

Its content	Project Guardian/Obligor	Year of publication	Project name
- A project to manufacture 1000 computers - Establishing several institutions specializing in technological development– USTA-Then it turned into– USTHB- =It achieved tangible results and significant investments in the formation of specialized capital.	Governorate	1971	Information technology in Algeria: its development strategy
- Providing and engineering IT services. - Supporting the computerization of public institutions.	Ministry	early eighties	National Foundation for Automated Media Systems– ENSI-

Software design and manufacturing of miniature computers.	Ministry	late nineties	Computer Industries Development Initiative
- Include national identification numberNIN 2010 - Biometric ID card and passport, - Healing Card for Health Insurance– Therapeutic. - Digital platforms for citizens to obtain documents such as a criminal record certificate. - Digital platforms to promote the zero-paper principle– - Achieving 200,000 km/s of internet, and connecting 5.74 million households with fixed internet. - More than 1.24 million of them were connected to fiber optic technology, raising the internet flow speed to 10.8 megabytes per second, to improve local flow, and to improve international bandwidth, it was raised to 9.8 terabytes per second.	- Ministry of Interior and Local Authorities - Ministry of Justice - Ministry of Labor, Employment and Social Security - Ministry of Higher Education and Scientific Research	2010-2015-2019	Digital Government Project
-Adopting the digital transformation process to improve communication and generalize the use of information and communication technology, especially in the management of the public facility and improving the governance of the economic sector.	Ministry	2020	Establishing a Ministry of Digitalization and Statistics
- Developing and implementing a national strategy for information systems security. - Guidance, follow-up, framing and evaluation of priority projects. - Putting forward proposals and measures to enhance digital sovereignty and develop the national product.	By virtue of Presidential Decree No. 20/05 issued on January 20, 2020	2020	National Information Systems Security Authority
Launch of the Ministry of Digitalization and Statistics, June 2023 Launch of a digital platform for public services	Governorate	2025-2030	Digital Algeria project

Source: The magazine issued by the Ministry of Post and Telecommunications, August 2024issue

3- Principles of the National Digital Transformation Strategy in Algeria:

It is worth noting that the efforts made by the state to accelerate the digital transformation process stem from the 25th commitment of the President of the Republic, in which Algeria firmly commits to the digital transformation process by 2030. This transformation is based on an ambitious yet

realistic vision that aligns with the values and principles of the Algerian state, as well as with the international context. Among the most important of these principles are the following:

a. **Focus on the citizen and the institution:** The national strategy places digital transformation, the citizen and institutions, at the heart of its concerns, ensuring that every initiative taken is beneficial and a priority for the citizen and the institution.
b. **Inclusivity and participation:** All parties involved in the country's digital transformation process are invited to contribute effectively to the preparation and implementation of the strategy, and to ensure the protection of the interests and needs of all actors active in the field of digitalization.
c. **Protecting privacy and digital data:** The most important principle for building trust with citizens is through protecting and managing personal data in accordance with legislation and ethical rules.
d. **Encouraging partnerships between the public and private sectors:** With the aim of leveraging their expertise and integrating their strengths, thereby creating a conducive environment for digital development, innovation, effectiveness, and achieving the goals of digital transformation. (authorthe, Without an; Digitization, official magazine issued by the High Commission for, 2024, p. 12)
e. **Preserving digital sovereignty** Based on strengthening the digital infrastructure, preserving human capital and digital independence, as well as developing the local digital industry and ensuring the security of information and data systems.

4–The values included in Algeria's digital transformation strategy:

As for the values, they are diverse and consistent with the national context, and they came as follows:

a. **1–Transparency and effective management:** This value enables building trust between internal and external stakeholders, whether they are citizens, institutions, or other partners. It also ensures the clarity, responsibility, and consistency of activities initiated within the framework of digital transformation with ethical values and best practices in management.
b. **2–Equality and parity:** This value ensures equal and equitable access to digital services and opportunities provided by the administration or companies to every individual or entity, regardless of their status, origins, or socioeconomic level.
c. **3–Stimulating economic and social development:** The digital sector should be one of the important pillars for stimulating social and economic development by encouraging innovation, productivity, access to information, education, financial inclusion, and social inclusion. (authorthe, Without an; Digitization, official magazine issued by the High Commission for, 2024, p. 11)

5–Implementing the digital transformation strategy in Algeria through the national program 7.77:

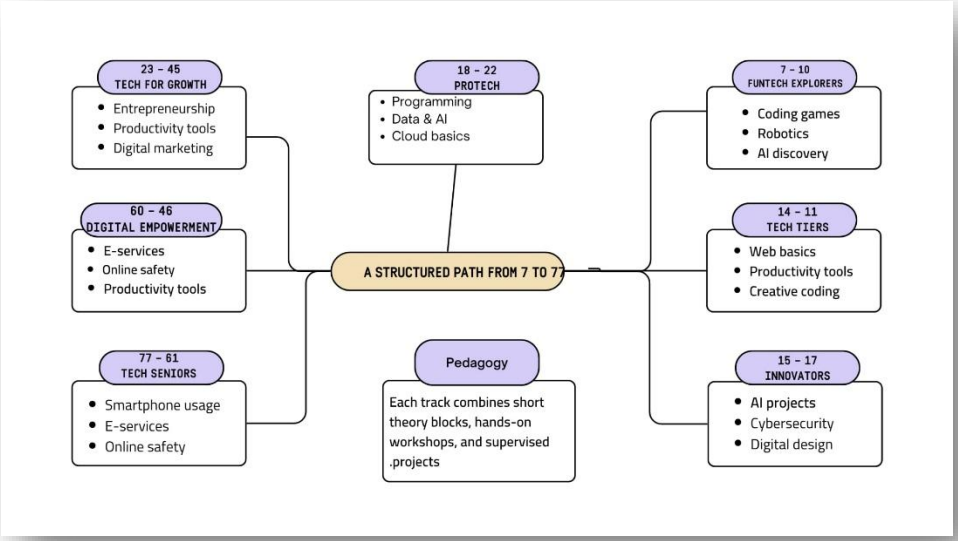
As part of the implementation of Algeria's Digital Strategy with a 2030 horizon, Algeria launched a national initiative, announced by the Minister of Post and Telecommunications on May 16, 2026, on the occasion of World Telecommunication and Information Technology Day, represented by a new national program called the 7.77 program for digital empowerment for every generation.This initiative is being implemented within the framework of a national partnership between the Ministry of Post and Telecommunications and the two institutions, Algeria Telecom and Mobilis, in addition to the joining of other operators in the coming period.

A/ Program Introduction:It is an educational, formative, and awareness-raising program that came as a free national initiative, under the slogan "Generation After Generation". It targets various age groups, from children as young as seven to the elderly aged 77, in order to promote digital literacy and spread the safe and responsible use of the internet. It aims to train up to 30,000 citizens annually and to support the digital transformation process, a set of objectives has been set as follows:

- Developing basic and practical digital skills.
- Promoting safe internet use.
- Opening up new opportunities for learning and development.
- Supporting digital inclusion for all segments of society.

The National 7.77 Digital Empowerment Program is also launched through seven (07) educational and training tracks that include different age groups, with the integration of cybersecurity as a basic element in all stages of training. (The official Facebook page of the Ministry of Post and Telecommunications)

B/ Training paths in the Digital Empowerment Program 7.77:



Source: The program's official platform website is available at the following link: https://777.mpt.gov.dz/pathways/cybersecurity/final-

1- Steps to achieve digital empowerment in Algeria through the National Initiative for 2026.

On the implementation levelThe program adopts a hybrid model that combines in-person learning and distance learning.It includesSeven skills centers distributed across Algiers, andHaran,Annaba,Setif,Chlef,Saida and AdrarWhere the latter constitutesThe backbone of field training, with a capacity of up to one thousand trainees per center annually..

Not to mention thatThe ministry is looking forward toTo achieve a tangible impact starting from the first year of implementing the initiative,andThis includes training between 25,000 and 30,000 citizens annually, and organizing between 550 and 850 workshops and training sessions, with a guarantee that 100% of participants will receive training inSeveral fields, most

notablyCybersecurity.In addition, this initiative is free;It is being implemented within the framework of a national partnership between the Ministry of Post and Telecommunications and the two institutions, Algeria Telecom and Mobilis, in addition to the joining of other operators in the coming period.As planned. (w.H)

This educational platform allows the selection of topics, periods, and participation format, ensuring flexibility for citizens wishing to benefit from this program.

Following the official launch of the program and registration via its platform under the name "Program 777," 64,508 registrants were attracted within 48 hours, with the figures showing a registration rate of 51,739, or 80.40%.%They preferred distance learning, while 12,769 citizens preferred in-person participation, representing 19.60%.%.

Practical aspect:

Data transcription and analysis of the study

A. Data entry and analysis related to the topic (centent)

Table 1: The language used in the publications related to the program 7.77 through the official page of the Ministry of Post and Telecommunications and the official page of the program.

Percentage	Repeating the content of posts on the official 7.77 program page	Percentage	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	The language used in the publications
100%	05	100%	05	Classical Arabic
20%	01	80%	04	Amazigh language
00	00	00	00	colloquial Arabic
100%	05	100%	05	English
00	00	00	00	French

- **From the table above:**It is clear that Standard Arabic is the most frequently used language in the media discourse of official institutions and bodies in Algeria, most notably the Ministry of Post and Telecommunications, where the percentage of Standard Arabic used in the publications of both the Ministry of Post and the official page of the Digital Empowerment Program reached 7.77%, representing 100%.%According to the study's findings, which included 10 publications and 5 each, as we previously mentioned, the program's official page was created in conjunction with the ministry, and the supervisory bodies use English 100%.%This explains Algeria's continued efforts to establish English in all its sectors and official correspondence and dealings, while completely abandoning, so to speak, French and gradually shedding the vestiges of colonialism. As for the second official language in Algeria, the Amazigh language, it has received a certain percentage 80%In the Ministry of Post's page posts and the percentage of 20% The program's Facebook page posts indicate ethnic affiliation in conveying media messages to citizens and the Algerian community across its various segments. It is worth noting that the Amazigh language appeared with this connotation through the name "Ministry of Post and Telecommunications," while English was used in the posts as a secondary second language supporting the post or in the content of the images used in the form of journalistic art used to

convey everything related to the 7.77 program. It never resorted to addressing the public - citizens - with colloquial language terms.



Table 2: Represents the format and content of posts on the official Facebook page of the Ministry of Post and Telecommunications and the official Facebook page of Program 7.77 related to the program under study.

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Content of publications
40%	02	60%	03	advertisement
100%	05	100%	05	Important information
20%	01	100%	05	invitation
00	00	40%	02	statement
00	00	60%	03	news–Latest updates
00	00	00	00	media campaign
00	00	60%	03	congratulations
00	00	60%	03	reminder
60%	03	60%	03	Questions / Clarifications

Based on the data in the table above, which aims to monitor the content of posts on the official Facebook page of the Ministry of Post and the official page of the 7.77 training program, the percentage reached 100%.%In the important media for both pages, and this by its very nature, indicates the public's (citizens') need for information, which is mainly related to new issues and current news. Conversely, the same percentage captured the content.–Invitation–In the email page posts, the corresponding posts on the program page had the lowest percentage, with invitations coming in last place. As for announcements, reminders, congratulations, updates, and even explanations about the program, they were all ranked equally at 60%.%Regarding the posts on the email page, the figures for the program page posts were contradictory and showed inconsistent results, with the content of the program-related posts being as follows: 60%For questions and

clarifications, follow by 40%For advertising, and finally 20%For the invitation. While no presence was recorded for the rest of the media forms; this is due to the novelty of the program and the novelty of the page.



Table 2: Represents the objectives of the publication

%	Repeating the content of posts on the official 7.77 program page	Percentage	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Publication objectives
20%	01	60%	03	My advertisement
00	00	40%	02	Media
40%	02	60%	03	Remind me
60%	03	40%	02	My definition
20%	01	60%	03	documentary
60%	03	60%	03	Guidance
60%	03	100%	05	Educational
80%	04	100%	05	Awareness/Sensitization
40%	02	100%	05	My encouragement

The table above, which covers a wide range of communication objectives, reflects a comprehensive digital empowerment strategy within the program under study, with some objectives, such as "educational," "awareness-raising," and "encouraging," having a 100% repetition rate.%While the program's page posts appear as a specialized support tool that focuses more on raising awareness and sensitizing citizens (80%), both guidance and education accounted for 60%.%The same percentage applies to documentation in email page posts, reducing it to 20%.%The program's page posts, as well as the email page, clearly aim to provide everything related to the empowerment program by advertising it and constantly reminding people of everything related to it in all subsequent posts, considering that the close relationship between training programs and the public is the registration process and following up on the other stages as required by the participation conditions (60%).%and 40%The content of the program's Facebook page posts, not to mention the tendency of each to influence and change citizens' digital

practices at the expense of the media process, which recorded the lowest percentage at 20%The email page is missing, and it is not present on the program page.
It is clear from the results that they reflect a well-thought-out communication strategy, where the Ministry of Post and Communications plays the role of the interface that publishes and announces information, while the program page is committed to raising the levels of digital competence among the target audience (the Algerian citizen).

Table 3: Represents the values shown in the publications of the Ministry of Post and the program page 7.77

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Values appearing in publications
100%	**05**	**100%**	**05**	**Digital citizenship**
100%	**05**	**100%**	**05**	**Equality**
100%	**05**	**100%**	**05**	**Honesty**
100%	**05**	**100%**	**05**	**Trust**
100%	**05**	**100%**	**05**	**Transparency**
40%	**02**	**100%**	**05**	**social participation**
00	**00**	**60%**	**03**	**economic participation**
40%	**02**	**80%**	**04**	**The initiative**
60%	**03**	**100%**	**05**	**Encouragement**

Based on the results in the table above, the Ministry of Post's page and the program's page demonstrate their commitment to achieving core values through their publications regarding the framing of the National Program 7.77; five values were equally represented at a rate of 100%.%These values include equality, honesty, transparency, and trust, which it strives to build with its target audience. It is also evident that social engagement receives 100% focus on the Ministry of Post's official page. However, its percentage drops to less than half on the program page, amounting to 40%.%In contrast, economic participation is absent from the program's page but strongly present on the ministry's page, at a rate of 60%.%The ministry's page also focuses on showcasing the "initiative" concept in its publications, with a rate of 80%.%and 40%What the program's page posts showed, despite the fact that the official page of Program 777 was created primarily to cover everything related to the digital empowerment initiative in Algeria, is that 60%%Its contents covered the value of encouragement, while the ministry's online page covered 100%It is noted from the study that the program's page does not operate according to the method of republishing and sharing through its wall, but always shows a separate and special orientation for it, and it did not intersect with the ministry's page except in two posts outside the scope of the targeted sample.

Table 4: Represents the source of the content published on the page (users)

Program page 7.77Program	Ministry of Post and Telecommunications page	Source of the publication (actors)
00	05	**Ministry / Minister**
05	00	Official website

A direct reading of the data in Table 04 of the content category in the analytical study expresses a clear and explicit idea, which is the accuracy and truthfulness of the information stemming from the honesty and reliability of the source. Therefore, the official page of the Ministry regarding the topic of digital empowerment through the 7.77 program publishes and covers the topic based on sharing the posts of the official page of the Minister, "Sayed Ali Zerrouki", or conveying a statement of his that came through media coverage of a ministerial activity and is published by the Ministry before the media, while the official page of the program publishes everything related to the initiative, either special posts created by it or through data and updates of the platform.

Table 5: Represents the prominent digital empowerment objectives in the content of the publications

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Digital empowerment goals of the 7.77 program highlighted in publications
100%	05	100%	05	Digital culture
60%	03	100%	05	Digital citizenship
100%	05	100%	05	Keeping pace with technological development
100%	05	80%	04	Learning
100%	05	60%	03	Acquiring digital skills
100%	05	60%	03	Information security
100%	05	60%	03	Privacy
80%	04	60%	03	Cybersecurity awareness

Based on the data in Table 5, we can conclude that there is a high degree of agreement between the two parties regarding the importance of digital literacy and keeping pace with technological development, at a rate of 100%.%The ministry's official page also places greater emphasis on digital citizenship, ranking first alongside culture with the same percentage, compared to the program's official page posts, which garnered a total of 60%.%We also find that the ministry's publications focus on highlighting its goal of educating citizens by 80%.%Moreover, the program is fundamentally educational and formative, indicating that the ministry is focusing more on teaching citizens several areas of dealing with technology and its implications, starting with raising awareness of cybersecurity, teaching technical skills and information security, as well as protecting privacy by 60%.%In contrast, there is a significant difference between these posts and those on the program's official page, as the latter focus on highlighting the importance of keeping up with technological developments and acquiring skills in them, in addition to understanding information security and being aware of all ways to protect privacy 100%.%As for cybersecurity, according to the study's vocabulary, its frequency was 80.%.

Table 6: Appeals employed in publications on the official website of the Ministry of Post and the official website of the program 7.77

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Appeals employed in publications
100%	05	100%	05	Mental appeals
60%	03	60%	03	Emotional appeals
40%	02	00%	00	Intimidation tactics

The results in the table above indicate that both publications on the topic of digital empowerment through the 7.77 training program on the two official pages naturally seek to balance their media discourse about the program and cover all its stages, from the moment of its announcement until the start of the training in its in-person or remote format, where, as observed, they employed mental appeals at a rate of 100%.%This is clearly demonstrated by providing the target audience (Algerian citizens) with continuous figures and statistics on the stages and methods of registration and benefiting from training and learning through the program. 7.77 The percentage of emotional appeals used in the posts on both pages was also consistent at 60%.%In addition to its absence in the ministry's discourse and its presence in the official program page publications, at a rate of40%.

Table 7: Represents the nature of program 7.77 as included in the publications of the two official pages (related to the Ministry of Post)
(And pertaining to the program).

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Program Description and Content 7.77
20%	01	40%	02	National program
60%	03	80%	04	Awareness/Sensitization Program
40%	02	60%	03	introductory program
60%	03	60%	03	Training/Educational Program
20%	01	40%	02	National initiative

Table 7 shows that the publications on the Ministry's official page and the National Program 7.77 page presented the National Digital Empowerment Program in similar proportions, despite some differences. They both agreed on presenting the program to citizens as an educational and training program through which those in charge of the program and the digital strategy seek to encourage citizens to learn technology skills and all related matters, at a rate of 60%.%The same percentage applies to the program being considered as introductory; conversely, the program's page posts covered a similar percentage.60 %and 40%As the program's page indicated, the ministry focused on highlighting the program's awareness-raising nature, reflecting its commitment to cybersecurity, data protection, and addressing all harmful aspects of technology. It achieved the highest rating, estimated at 80%.%To reduce to 60%On the other hand, regarding presenting the program as a national program and a national initiative, the ministry's official page equated the two, encompassing 40%The same applies to the program's page; both received 20.%In fact, the correct vision is for the Algerian citizen to realize the importance of digital empowerment and to

participate in the program, regardless of whether it is informational, an initiative, or an awareness campaign. It was sufficient that it was made available to everyone for free.

İ. Data extraction and analysis related to the shape:

Table 8: User engagement with the program's content and concept is represented as 7.77, based on the most prominent comments in all posts on both pages.

Repeating the content of posts on the official 7.77 program page	**Repeating the content of posts on the official page of the Ministry of Post and Telecommunications**	**User (citizen) attitude towards the program's content: 7.77**
328	**1600**	**wonder**
105	**1642**	**comment**
191	**13234**	**sharing**
624	**16,476**	**the total**
The number of followers of the official page of the Ministry of Post and Telecommunications = 446,000 The number of followers of the program's official page is 7.77 = 6.3 thousand Number of users of the registration platform = 10K		

The reader of the results of the table regarding the interaction of the target audience (citizens) towards the Digital Empowerment Program 7.77, understands the large difference in the size of the interaction, as it appears very intensively on the official page of the Ministry compared to the official page of the program, despite the latter being new, which explains the lack of interaction on it in general, not to mention that the data is consistent with logic, as the number of followers of the official page of the Ministry is very large compared to the page of the program, and therefore we also find the size of the interaction differs between them by a very wide difference of 16,476 compared to 624 towards the elements of the study.

Although the program's page is very recent, this does not cover up the public's shortcomings in following the latest developments in the training through the page, and generally preferring the official page of the ministry, which has a large fan base, and giving most of its attention to the platform.

Table 9: Represents the subject/nature of user responses to program 7.77 posts as seen in the comments.

(The first ten of each post)*

Repeating the content of posts on the official 7.77 program page	**Repeating the content of posts on the official page of the Ministry of Post and Telecommunications**	**User (citizen) attitude towards the program's content: 7.77**
36	**42**	**Positive comment**
02	**05**	**negative comment**
14	**13**	**Comment by asking a question**
02	**02**	**Comment with emojis**
00	**01**	**Comment by tagging friends**
54	**63**	**the total**

The results of the table above show that the nature of the audience's interaction with the posts of the two pages, as we have previously indicated, is very clear, as the dominance of positive comments towards the program is highlighted. Also, the level of similarity of the inquiry factor in the results of both pages reflects the audience's interest in understanding everything that is going on around it and understanding the basics of the program 13 and 14. We note thus the limitation of negative comments in the selected group, which was determined by the first ten comments, and the same applies to commenting with emojis and tagging friends, which are completely absent on the program page.

In general, these figures reflect a positive overall impression among the Algerian public and citizens regarding the 7.77 training program, with a clear desire to obtain more information and clarifications through comments.



Table 10: Represents the language used in user responses to posts related to Program 7.77 and appearing in the comments.
(The first ten of each post)

Repeating the content of posts on the official 7.77 program page	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	The language used in the comments
36	42	Classical Arabic
12	11	colloquial Arabic
04	07	French
00	00	English
02	02	Signs and symbols

The data in the table above shows that Modern Standard Arabic is the most frequently used language in audience interaction with posts on both pages related to the program (7.77). 42 out of 50 comments expressed opinions in Modern Standard Arabic, while 36 out of 50 comments on the program page were in Modern Standard Arabic. Colloquial Arabic followed closely with very similar results (11 and 12), reflecting a familiarity with communicating in colloquial Arabic

without affectation. French came in third place, with a significant difference, also reflecting the different characteristics of the audiences on the two pages. English was absent from both pages, reflecting a weakness in the language among citizens and a preference for not using it in such contexts. As for emoticons and symbols, the result was the same, with only 2 interactions each.

Table 11: Represents the source reliability indicator

Program page 7.77Program	Ministry of Post and Telecommunications page	blue verification badge
	+	Available
+		not available

The blue verification badge on social media platforms indicates the credibility of personal and official accounts and pages of institutions or individuals, regardless of their activities. Accounts are verified according to specific conditions set by the platforms after verifying their true identity. This badge is granted to protect individuals from identity theft and, on the other hand, helps the public distinguish official accounts from fake ones. Thus, Algerian citizens were able to interact more with the official page of the Ministry of Post because it bears the blue badge. In contrast, the official page of the program is very new and this does not apply to it. However, what makes it trustworthy is that it operates under the auspices of the Ministry, so to speak, and was created in conjunction with it, and its link first appeared on the Ministry's official page.

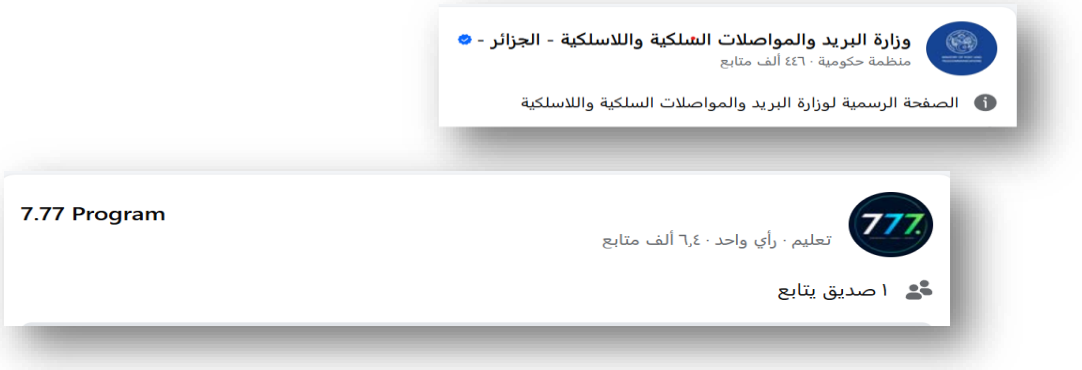


Table 13: Represents forms of publication

%	Repeating the content of posts on the official 7.77 program page	%	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Publication formats
100%	**05**	**“100%**	**05**	**text**
80%	**04**	**80%**	**04**	**image**
20%	**01**	**20%**	**01**	**video**
100%	**05**	**60%**	**03**	**link**
80%	**04**	**60%**	**03**	**Referral**
60%	**03**	**40%**	**02**	**address**

By reading the table figures, it becomes clear that there is a consistency in the use of traditional artistic forms for publications between the two sources, as they rely entirely on texts (100%) Because the public expects more information and explanations, in addition to the importance of

the image, which was estimated to be used by 80%, while the use of video for both is less than 20%, and with the increased interactive orientation of the two pages via Facebook, they rely more on interaction and attraction tools through referral to the first comment of the post and the use of hyperlinks, including the hashtag, with a percentage that reached 60% for each of them, while the percentage rises to 100% and 80% in the program page; which reflects its orientation towards attracting the largest number of audiences, as the ministry page also relies on highlighting the headlines regarding the latest developments, and 60% is what was recorded by the results of the posts of the program page.

Table 14: Represents the font size used in the two-page publications

%	Repeating the content of posts on the official 7.77 program page	Percentage	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	font size
100%	05	100%	05	large font
100%	05	100%	05	Medium line
100%	05	100%	05	small line

The data in the table regarding the font size used in the publications of the Ministry of Post's official page and the program's official page shows a complete match between them, as all font sizes (large, medium, small) are used with a 100% frequency.%, in all publications, which indicates following a unified formatting pattern that relies primarily on diversity to highlight the content in detail, and the most important information in it is often displayed in a larger font size.









Table 15: Represents the colors used in the publication (headings, pictures, numbers, etc.)

Percentage	Repeating the content of posts on the official 7.77 program page	Percentage	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Colors used in publications
100%	05	100%	05	Black
80%	04	100%	05	White
100%	05	100%	05	blue
100%	05	100%	05	Green
40%	02	20%	01	red
20%	01	20%	01	yellow

The results in the table above show that the ministry's page relies heavily on the colors (black, blue, green) at a rate of 100%.% These are the colors associated with formality and the field of technology, which were used more as backgrounds for texts, in addition to their keenness to focus on adopting white, while it decreases to 80% on the program page and appeared in all opportunities as a color for text written on a blue background or a background mixed between blue and green. As for the other colors (red and yellow), they recorded a decrease on both sides, which indicates that they are used only in limited elements. For example, golden yellow appeared in the symbol of the seal of the Republic of Algeria, while red appeared in small details as symbols for alerting and indicating to influence the user.

In general, the table numbers provide uniformity in the aesthetic and visual standards of the publications on the two pages, with a greater emphasis on colors that suit the official and institutional character of the ministry and the program.

Table 16: Represents the multimedia used in the publications

%	Repeating the content of posts on the official 7.77 program page	Percentage	Repeating the content of posts on the official page of the Ministry of Post and Telecommunications	Multimedia used in publications
00	00	40%	02	Pictures of personalities
20%	01	20%	01	Videos
00	00	20%	01	graphs
00	00	20%	01	Pictures of places
100%	05	100%	05	Hyperlinks
100%	05	60%	03	Hashtag symbol#
60%	03	00	00	Phone numbers
20%	01	40%	02	Scan codeQR

The results in the table above show that hyperlinks are the most common method at both ends, appearing at a rate of 100%.% in all publications with support for the hashtag feature at a rate of 60%, and the ministry relies more on illustrative visual media such as pictures of personalities that covered a rate of 40%, while the program page focuses on hashtags at a rate of 100% and prefers to adopt phone numbers as well at a rate of 60%, while their orientations towards the use of videos were equal (20%), and the program page did not rely at all on employing graphs and pictures of places and personalities in the sample vocabulary, and the scanner code appears twice in the ministry's publications in a special video and once on the program page.

Thus, the results show that the ministry's page is moving towards documenting activities with pictures and visual content, while the program's page is moving towards adopting direct

communication tools and digital dissemination (hashtags and phone numbers) to ensure greater attraction and interaction from the target audience (the Algerian citizen aged seven to seventy-seven years).

General findings of the study:

- ✓ The results of the study on digital empowerment through the publications of the official page of the Ministry of Post and the official page of the program via Facebook showed that they rely on providing news and information using Arabic and English, where the trend of Algeria towards establishing the English language in its various institutions and dealings has become more prominent, not to mention the adherence to the identity of Algerian society and the consecration of the content of the constitution, which declares the Amazigh language as a second official language in the country, as it appears through the publications of the two pages through the name of the ministry in three languages.
- ✓ Both pages under study adopt a communication strategy through which the ministry highlights its active role in disseminating information to the public, in contrast to the program's page, which is an executive role aimed at raising the levels of digital competence among the target audience through publications of an intensive awareness-raising nature.
- ✓ The official page of the Ministry of Post focuses on raising awareness and sensitizing citizens who wish to benefit from the 7.77 program, in addition to encouraging them to do so, compared to the official page of the program, which relies on defining the program and educating about its fields, in addition to encouraging them and then guiding them to get closer to everything related to the program.
- ✓ The study results indicate that the media formats adopted in disseminating information through the ministry's page varied between press releases, important announcements, and updates containing numbers and statistics, not to mention congratulations, reminders, and a continuous call to participate in the digital empowerment program. As for the official page of the program, it focused on advertisements, invitations, important announcements, and in particular, providing questions and clarifications.
- ✓ The results obtained reflect that the ministry is working to give it a broad national and awareness character, while the program's page focuses on the direct educational and awareness aspects, which are of greater interest to its beneficiaries.
- ✓ There is an integration of roles between the two pages, as the Ministry's page focuses on promoting general concepts of digital citizenship, while the 7.77 program page focuses on building individual technical capabilities and digital security to achieve the success of the program and thus the success of the strategy and achieve digital empowerment among Algerian citizens.
- ✓ The study's results show that the credibility of publications is primarily due to their source, and in this case, the official ministry page and its spokesperson, the minister, are considered the most reliable. This is because the page shares the minister's posts from his official Facebook page, and the same applies to the program's official page. 7.77, which was established in conjunction with the Ministry.
- ✓ The publications of the Ministry's official page and the program's page focus on attracting the public and influencing their decisions by fully employing mental appeals by providing them with statistics and figures, for example, in all publications. They also employed, at a rate exceeding half, a set of emotional appeals by addressing them in terms of patriotism, awareness, progress, and the state's concern for their interests as Algerian citizens.

- ✓ The study results showed that the public's interaction with the official page's posts was very intense compared to the program's page, because the ministry's page has a broad audience base that contributed to raising the overall interaction rates.
- ✓ The results of the study reflect that the public – the Algerian citizen – has a positive impression of the 7.77 program, with a clear desire to obtain more information and clarifications through comments.
- ✓ The comments from the engaged audience focus on providing their opinions and inquiries across the two pages using primarily Arabic, with very limited use of local colloquial Arabic and French, and a complete absence of English.
- ✓ Both pages use all font sizes in their publications, and each type serves its own purpose to attract a wider audience.
- ✓ Both pages generally use basic colors for the page's formality and publications, thus maintaining dominance for black, blue, and white, followed by green.
- ✓ The results indicate that both the Ministry's page and the program's page rely on a unified structure in presenting and publishing information and news using texts, images, and referencing the first comment. The program's page is more active in employing hyperlinks and Hashtags, which reflects its greater concern towards directing the public to additional sources or affiliated platforms, including the program registration platform 7.77.
- ✓ The official page of the Ministry of Post and Telecommunications relies on documenting activities with pictures and visual content, while the program's page is moving towards employing direct communication tools such as Hashtags, to ensure greater interaction with the target audience - the Algerian citizen.

Conclusion:

Algeria's strategy toward digital transformation represents a visionary roadmap that goes beyond mere "digitization" to achieve comprehensive empowerment of citizens and institutions. The success of this strategy hinges on the integration of efforts between advanced infrastructure, supportive legislation, and continuous investment in human resources, exemplified by the 7.77 program, not to mention the constant readiness for change. As we approach the horizons of 2025-2030, the stakes remain high, but the current trajectory confirms that Algeria is steadily moving toward securing its position as a regional digital hub. This is supported by its technological sovereignty and a solid knowledge base that ensures sustainable growth and innovation across various sectors, facilitating the participation and engagement of citizens at all times.

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