

Social Representations of Digital Public Relations and Their Impact on Building Organizational Trust: A Field Study in the Sociology of Digital Communication on a Sample from the Mobilis Institution's Audience

Amel Merrouche ^{1,*}

¹ Mohamed Cherif Messaadia University – Souk Ahras (Algeria)

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Abstract:

The article examines how digital public perceptions about Mobilis institution digital public relations practices influence organizational trust development. Through the social representations approach the research presents a theoretical framework about digital public relations together with organizational trust concepts. The organization implements various digital tools which enable it to enhance audience communication and establish trust throughout the digital environment. The researcher applied a descriptive-analytical approach through an online questionnaire that targeted selected participants who follow the Mobilis page. The research demonstrates that organizational trust grows stronger when digital communication tools are implemented by the organization while maintaining transparency and credibility and continuous interaction. The study revealed that public engagement requires development through attentive listening and timely responses and positive organizational image communication.

Keywords: Digital Public Relations; Organizational Trust; Digital Audience; Social Representations.

1– Introduction

The digital revolution requires organizations to abandon their traditional isolation from evolving communication practices which now shape their entire approach to audience interaction. Organizations need to establish new communication methods which fulfill audience requirements for transparency and immediacy and interactivity.

Digital public relations stands as a vital strategic approach which goes beyond traditional public relations technology extensions because it functions as a social practice with dual organizational and symbolic impacts on audience relations.

Organizations now utilize digital communication methods that go beyond message transmission or product promotion since they create social representations which reflect

* Corresponding author: e-mail: a.merrouche@univ-soukahras.dz .

audience interpretations of the organization. Audience members create social representations which reflect their understanding and interpretation and perception of the organization. The digital public sphere establishes organizational legitimacy through these fundamental social representations which also build organizational trust.

Organizational trust should not be reduced to the direct impact of communication practices. The combination of symbolic digital media content and individual social representations which stem from personal experiences and social contexts forms the basis for analysis.

This research framework incorporates Moscovici's (1961) theory of social representations to explain how the digital audience restructures organizational symbols during their interaction with communication practices. Digital messages function as representational elements which shape audience perceptions about trust and credibility and institutional reputation..

Building on this theoretical background, the central research question of this study is formulated as follows:

How do digital public relations practices influence the level of trust between Mobilis and its digital audience?

This overarching question is further divided into two sub-questions:

- What are the primary digital public relations methods employed by Mobilis to enhance trust among its digital audience?
- How do the digital communication channels used by Mobilis affect the level of trust among its digital audience?

Study Hypotheses

General Hypothesis

Alternative Hypothesis:

- There is a statistically significant relationship between digital public relations practices and the level of trust among the digital audience of Mobilis.

Null Hypothesis:

- There is no statistically significant relationship between digital public relations practices and the level of trust among the digital audience of Mobilis.

Sub-Hypotheses

First Sub-Hypothesis

Alternative Hypothesis:

- There is a statistically significant relationship between the use of digital public relations tools and the level of trust among the digital audience of Mobilis.

Null Hypothesis:

- There is no statistically significant relationship between the use of digital public relations tools and the level of trust among the digital audience of Mobilis.

Second Sub-Hypothesis

Alternative Hypothesis:

- Digital communication channels have a significant effect on the degree of trust among the digital audience of Mobilis.

Null Hypothesis:

- Digital communication channels do not have a significant effect on the degree of trust among the digital audience of Mobilis.

Study Objectives

The primary objectives of this study are to:

- Analyze the use of digital public relations tools in relation to the social function of communication within contemporary organizations.
- Understand how digital communication channels reconstruct trust as a social phenomenon in the relationship between the organization and its digital audience.

Study Significance

Research importance emerges from studying a complicated communication process which drives current social changes because of digital technology.

The transition from conventional to digital communication transformed organizational interactions with their audiences thus creating new definitions for organizational trust.

The research approaches digital public relations as an organizational practice which uses symbolic meaning to perform social functions in digital spaces. The research demonstrates that understanding organization–audience relationships requires a relational approach which goes past technical aspects to study how trust develops through symbolic interaction and collective perception of complex communication processes.

Literature Review

Study One

The dissertation titled "Public Relations and the Application of Modern Technologies in Communication Institutions" was written by Haj Ahmed Karima in 2018. The research evaluated public relations' technological utilization through a field study that took place at Ooredoo during the 2013–2016 period in the capital (Karima, 2018).

The researcher used a descriptive–analytical approach with purposive sampling and combined questionnaires with observation to analyze digital communication practices. The results established that technology integration within public relations enhances communication effectiveness and strengthens the institution's capacity in economic, social and communication domains. The research suggested organizations should establish digital strategic plans while educating personnel to increase their digital platform utilization.

The dissertation demonstrates the beneficial effects of technological implementation for digital public relations advancement in telecommunications organizations. The current research on "Building Organizational Trust through Digital Public Relations" receives support from this study. Both researches utilize descriptive methodology together with purposive sampling and questionnaires as their primary data collection instrument. The research settings differ because Ooredoo and Mobilis provide an opportunity to study digital representations through different organizational and technological frameworks within the same industry during competitive circumstances. The research enhances understanding of organizational trust perceptions among digital audiences.

Second Study

The doctoral research project titled "Electronic Public Relations Management of the Image of Economic Institutions in Algeria" was completed by Khadija Quteish during the 2022–2023 academic year. The research incorporated a field investigation which examined the official Facebook page of Ooredoo Algérie (Qtish, 2023).

The research started by identifying digital technology's effects on public relations which demonstrated the necessity to implement digital tools alongside interactive platforms for effective public communication and institutional image enhancement. The

study utilized a descriptive research design while implementing purposive sampling and data collection through content analysis together with electronic questionnaires.

The research showed that the institution's image received support through official information sharing, interactive engagement, consistent digital activities, and the development of public trust via trustworthy content.

The research provides valuable knowledge about how digital tools help shape organizational image which matches our research focus on digital public relations for trust building. The study uses identical research methods including descriptive methodology with purposive sampling and questionnaire tools. Electronic public relations serve as the main subject in both studies yet this research focuses on Ooredoo as a public economic institution while our research studies Mobilis through sociological analysis. The study under review functions primarily as an analytical investigation whereas our research operates as an applied field investigation.

2– Definition of Key Concepts and Terms

2.1– The Concept of Digital Public Relations

Digital public relations functions as an organizational method which utilizes contemporary communication technologies and digital media platforms to fulfill public or societal objectives. The process connects conventional public relations efforts with marketing material integration and social networking platforms. The public relations department creates content which originally appeared in newspapers but now receives adaptation for distribution through social media channels ([Amer, 2021, p. 74](#)).

Digital public relations serves as an institutional communication method which allows organizations to connect with the public through technology for efficient public relations functions at any time from any location ([Hemal & Bouguera, 2020, p. 915](#)).

2.1.1– Operational Definition of Digital Public Relations

Digital public relations functions as an organizational communication method which leverages digital media and modern technology to build a symbolic communication space that encourages interaction. This environment supports the formation of positive perceptions of the organization (Mobilis) among its digital audience. The organization's image emerges through social interaction patterns which reflect its visual representation. The practice unites technological elements with symbolic communication to transform organizational relationships with society during modern communication developments.

2.2– Organizational Trust

Organizational trust is defined as “the positive expectations and feelings individuals hold toward the organization in which they are employed, particularly in relation to the administrative practices and behaviors implemented, which adhere to general ethical values as well as specific managerial principles, while avoiding any actions detrimental to shared interests (Siham & Ahmed, 2016, p. 35).”

It is also described as “the mutual understanding between the organization and its members that aligns with the achievement of organizational objectives (Mahmoud, 2018, p. 194).”

Additionally, some define it as “the individual’s capacity to rely on their expectations, which are based on promises made by the parties with whom they interact and engage (Hemissi, 2025, p. 49).”

2.2.1– Operational Definition of Organizational Trust

Organizational trust exists as a social bond which forms through continuous interactions between Mobilis and its audience. The relationship develops from mutual experiences together with positive impressions that arise when organizations deliver on their promises and honor their shared values. Organizational trust functions as a primary foundation that creates enduring bonds between the organization (Mobilis) and its digital audience.

2.3– Social Representation:

Social representation refers to the mental perceptions which exist within a community including society and social groups. The term social representation includes everyday perceptions along with temporal and spatial awareness and social schemas and frameworks which shape understanding and also encompasses worldviews and religious frameworks and ideologies and social imaginaries such as collective dreams and myths and fantasies (Hamlel, 2025, p. 07).

2.3.1– Operational Definition of Social Representation:

Social representation in this study represents the mental picture which digital audiences create regarding organizations such as Mobilis. The mental picture develops through regular exposure to digital communication material and prior personal and community-based encounters. The resulting internal frame of reference guides people to understand organizational actions and make trust decisions and evaluation judgments. The

perception remains in a constant state of change because it depends on social environments and cultural factors and it contains memories stored as symbols and attitudes and experiences. These images undergo constant modification because new content activates them within the collective consciousness.

3- Theoretical Framework: Moscovici's Three-Dimensional Theory of Social Representations (1961)

Social representation according to Moscovici (1961) exists as a system of values alongside concepts and practices which describe social subjects by reflecting social environmental elements. People use this framework to sustain equilibrium between personal life and societal norms and social relations.

Social representation according to Moscovici consists of three fundamental components which include information alongside attitude and the field of representation. A social representation's content and meaning become understandable through these three dimensions:

- Information: Represents collective knowledge that a group shares about a particular social topic.
- Attitude: Represents how the group feels or thinks about the topic.
- Field of Representation: According to Moscovici this represents a unit of interconnected elements without any specific organizational structure.

The 1961 research by Moscovici studied how psychoanalytic ideas became simplified and spread throughout popular culture. According to his research representation exists only when it relates to a particular subject which unites images and concepts in a way that each image has a corresponding concept and each concept has a corresponding image.

Through social representation people maintain their individual identity and collective identity even when these identities conflict. Different individuals maintain representations which depend on their psychological organization. Certain representations maintain their stability and similarity across different people while others develop into more pronounced or dramatic forms.

Every person stores multiple mental images of the world in their memory which develop from personal experiences and have the power to create either equilibrium or

disequilibrium. The images function in a selective manner when acquiring new meanings which help determine how people perceive and understand reality.

Social representations function as active systems which guide human conduct and social connections; they act as internal responses to external stimuli. The representations exist as a result of how well an individual can mentally retrieve missing concepts and bring them into conscious awareness. Representation operates as an intricate mental operation which includes two aspects: passive mental retrieval and active mental engagement with meaning. The process develops within an environment that maintains cohesion among its elements. Through its symbolic and structured nature, the system enables people to comprehend the world and establish their connections with it (Battaf & Makhloufi, 2022, pp. 379–380).

The theoretical framework can analyze how digital audiences form their representations of Mobilis institution by understanding these representations develop in shared contexts from circulated information (institutional digital content) and prevailing attitudes (satisfaction or doubt or trust) and a cognitive–emotional–visual field of representation.

Digital public relations through their posts and interactions transform the audience's mental images of the institution leading to new representations which either increase or decrease organizational trust. Customers develop mental images based on message content while their interactions with messages and other people in digital spaces also shape these images. Representation functions as an interpretive cognitive process which contains meaningful content beyond basic reflection.

The institution's credibility or service quality perception by the audience determines their subsequent attitudes which lead to either continued engagement or disengagement. Digital public relations function as a strategic tool to shape representations by organizing meaning and invoking positive associations as well as reframing negative ones.

4– Study Methodology

This study falls under the category of descriptive research, using a descriptive–analytical approach suitable for examining social phenomena in real–life contexts. Its aim is to explore the relationship between the two study variables: digital public relations practices and the digital audience's representations of organizational trust.

4.1– Research Population and Study Sample

The research population consists of the digital audience of the Mobilis institution. The survey population consists of those who interact with Mobilis through digital channels because these individuals represent the environment where the institution conducts its public relations work and provides essential insights into audience reactions to its digital presence. The research employed purposive sampling to select social media users who actively engage with Mobilis through its official pages because these users represent the primary audience for institutional digital communication. The sample adequately represents the population for studying how digital public relations strategies affect trust development.

4.2– Data Collection Instrument

The primary instrument for data collection was an electronic questionnaire consisting of closed-ended questions. It was distributed digitally to a purposive sample of the digital audience following the institution's social media accounts. The sample included 100 active customers who interacted with the institution's official page, from which 70 valid responses were obtained for analysis.

4.3– Reliability and Validity of the Instrument

To assess the questionnaire's reliability and validity, Cronbach's Alpha coefficient was used—a widely used measure in similar studies. The results are summarized as follows:

Table 01: Reliability and Validity Coefficients of the Scale as a Whole

Number of Items	Cronbach's Alpha (Reliability Coefficient)	Validity Coefficient
52	0.716	0.847

Source: Compiled by the researcher utilizing SPSS V27 results.

The table shows that the scale demonstrates a very high level of reliability, exceeding 0.6 with a value of 0.716, indicating that if the scale were used again, it would yield consistent results. Furthermore, the validity coefficient was estimated at 0.847, reflecting a high level of validity.

4.4– Statistical Data Analysis Methods

The researcher employed a range of specialized statistical techniques to analyze the field study data, using the Statistical Package for the Social Sciences (SPSS). The statistical

techniques applied included frequencies and frequency tables, percentages, Cronbach's alpha coefficient, and Pearson correlation coefficient.

5– Presentation of Field Study Results

5.1– Digital Public Relations Methods Employed by Mobilis to Enhance Organizational Trust Among Its Digital Audience

table 02: Distribution of Digital Audience Representations Regarding Information Dissemination Channels Used by the Organization Through the Digital Sphere

Source	Frequency	Percentage (%)	Cumulative Percentage
Institution's Website	40	29.4	59.4
Social Media Platforms	12	8.8	16.2
Email	20	14.7	30.9
Smart Applications	14	10.3	20.6
Short Text Messages (SMS)	45	33.1	63.7
Other Sources	5	3.7	7.4
Total	136	100	198.2

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The organization receives most of its communication through text messages and the official website which demonstrates the audience views digital communication traditionally as a one-way information sender.

The classification mechanism described by Moscovici demonstrates how new digital experiences get processed through familiar administrative communication methods. The audience continues to follow bureaucratic cognitive models which restricts their ability to think outside of these frameworks.

People tend to avoid social media for information because they do not trust these channels although they remain easily accessible. Social media exists mainly as a promotional platform according to the audience rather than a platform for transparency and genuine persuasion thus creating doubts about the communication authenticity of these platforms from their viewpoint.

Table 03: Digital Audience Assessment of the Appropriateness of Communication Content Issued by the Organization Through Its Digital Channels

Statement	Frequency	Percentage (%)
Appropriate	22	31.4
Somewhat	28	40
Inappropriate	20	28.6
Total	70	100

Source:Compiled by the researcher utilizing outputs from SPSS version 27.

Most survey participants choosing "somewhat" demonstrate rising ambiguous social views about organizational communication performance. The organization's digital communication lacks well-defined mental imagery because it has not developed a suitable digital discourse to produce enduring social perception patterns.

Sociologically this missing representation reveals an institutional failure to build positive collective awareness about the institution which damages the trust and reputation structure. Unclear or incomplete communication enables negative representations to develop from interpretation and past experiences rather than present communicative efforts.

Table 04: Frequency of the Digital Audience of Mobilis Resorting to Digital Channels for Problem Resolution or Inquiry

Statement	Frequency	Percentage (%)
Rarely resort to this	6	8.6
Sometimes resort to this	29	41.4
Always resort to this	35	50
Total	70	100

Source:Compiled by the researcher utilizing outputs from SPSS version 27.

Daily usage patterns of digital channels for question resolution and problem-solving demonstrate consistent patterns among numerous users. Organizations must respond properly to user inquiries or else the usage will not result in positive perceptions.

The analysis differentiates between "communicative action" and "interaction" by defining the first as channel outreach activity and the second as the subsequent response.

Social representation theory suggests that audiences anticipate organizations to act humanly through listening and engagement and acknowledgment. The lack of these elements will cause people to see the organization as distant and untrustworthy because it appears cold and impersonal.

Table 05: Extent of the Digital Audience's Engagement in Direct Interactions with the Organization through Digital Communication Platforms

Statement	Frequency	Percentage (%)
Yes	23	32.9
No	47	67.1
Total	70	100

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The paradox lies in the heavily digital audience which remains disconnected from interaction despite their extensive digital use. Communication sociology identifies this phenomenon as a symbolic gap between digital media structure and social trust structure whereby audiences view these channels as informational outlets instead of influential tools.

The present scenario demonstrates a "closed communicative" approach which views audiences as passive observers instead of active collaborators. Digital public relations lack audience empowerment approaches which prevents the growth of "interactive trust" between organizations and their audiences.

Table 06: Digital Audience Representations of Institutional Responsiveness through Official Digital Tools

Statement	Frequency	Percentage (%)
Effective	6	8.6
Somewhat effective	11	15.7
Not effective	0	0
No response	53	75.7
Total	70	100

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The institution produces an inadequate representation of its digital performance according to its low response effectiveness rating which stands at 75.7% non-

responsiveness or lack of interaction. Audience perceptions about the institution tend to be negative because they say "the institution does not listen" or "the institution does not care." Such perceptions threaten the institution's symbolic capital and its standing within the digital public space.

Social representation theory explains that when responses are missing an epistemic void emerges which gets filled by interpretations or rumors thus strengthening negative representations which damages reputation. Trust development in the present day occurs through intelligent digital systems rather than just through discourse.

The study findings demonstrate that digital public relations practices have yet to establish enduring positive audience perceptions which blocks the development of a "digital social contract" between organizations and their digital audiences. This represents the fundamental concept of "institutional reputation in the digital age."

Digital Audience Representations of Organizational Trust through Digital Public Relations Practices:

Table 07: Digital Audience Representations of Mobilis Regarding the Relationship between Digital Communication and Organizational Trust

Statement	Frequency	Percentage (%)
Enhances my trust in the organization	64	91.4
Does not enhance my trust in the organization	6	8.6
Total	70	100

Source: Compiled by the researcher utilizing outputs from SPSS v27.

Research shows that digital audiences maintain near-universal social representations which imply digital communication and media formats build institutional trust.

The research demonstrates an established positive social representation which shows the audience believes the institution communicates through digital channels with credibility and trustworthiness. According to Moscovici's theory of social representations, this is not an individual reflection but a socio-cognitive construct shaped through repeated digital communication and everyday interactions with the institution.

The data indicates that digital communication evolves past technical functionality because it functions as social action which modifies the symbolic basis of trust. Through

communicative actions the institution gains symbolic legitimacy in the digital environment according to this analysis.

Table 08: Perceived Level of Trust among the Digital Audience in the Institution's Digital Communicative Content

Statement	Frequency	Percentage (%)
I consider it reliable information	23	32.9
I consider it partially acceptable information	25	35.7
I do not consider it reliable information	22	31.4
Total	70	100

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The data indicates that respondents hold different views about the digital communication credibility of the institution. 32.9% of respondents view the information as trustworthy while 35.7% find it partially acceptable and 31.4% doubt its reliability. The distribution indicates different cognitive representation patterns which means organization trust depends on how people interpret digital communication content based on their individual context.

The sociological viewpoint demonstrates that the organization must develop symbolic capital through communication while its digital messages need to match audience representational expectations. The data reveals that organizational trust becomes stronger when the institution's digital dialogue matches the anticipated representations of the audience. The alignment between institutional messaging and audience expectations serves as the key factor which determines the organization's digital community communicative power.

Table 09: Determinants of Symbolic Trust Production in Digital Communicative Action within the Institutional Domain

Statement	Frequency	Percentage (%)	Cumulative Percentage
Immediate response to inquiries	19	21.6	33.9
Transparency of digital content	20	22.7	35.7
Quality representation of provided digital communication services	2	2.3	3.6

Protection of personal data and information security	13	14.8	23.2
Perceived interactive engagement with customers	34	38.6	60.7
Total	88	100	157.1

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The table displays that the key social elements which build organizational trust with digital customers include “perceived interactive engagement with customers” (38.6%), “transparency of digital content” (22.7%) and “immediacy of response” (21.6%). The audience perceives trust as a dynamic interactive outcome which depends on the organization's ability to provide prompt responses and transparent content together with secure digital use.

Moscovici explains that these factors create an image of the organization in audience minds which transforms digital experiences into symbolic representations that control decision-making and behavioral patterns. Trust exists beyond message content since it depends on the daily communicative performance quality which demonstrates organizational legitimacy and digital social sphere status.

Third: Hypothesis Testing

Table 10: Test of the First Sub-Hypothesis

Source	Sum of Squares	D.F	Mean	Sig Level	R	R ²	Adjusted R ²	T	F
Regression	0.352	1	0.352	0.002	0.371	0.138	0.125	3.293	10.842
Error	2.205	68	0.032						
Total	2.557	69							

Source: Compiled by the researcher utilizing outputs from SPSS v27.

The testing outcomes of the initial sub-hypothesis demonstrate that Mobilis' digital public relations tools have a statistically significant effect on audience trust perception at Sig = 0.002 which is lower than 0.05.

The correlation coefficient ($R = 0.371$) indicates a positive, moderate relationship between the variables; as the use of digital public relations tools increases, so does the level of trust among the digital audience. These tools explain 13.8% of the variance in

organizational trust according to the coefficient of determination ($R^2 = 0.138$) while other socio-communicative factors explain the remaining variance.

The t-value ($T = 3.293$) of the statistical analysis confirms the significant impact which leads to the acceptance of the alternative hypothesis that digital public relations tools have a substantial effect on organizational trust development among Mobilis digital audience.

Digital public relations tools exist beyond basic information transmission because they serve as symbolic instruments which shape how trust exists within networked communication environments according to sociological perspectives. Through this process the organization attains enhanced legitimacy in digital spaces while establishing new audience connections based on transparent interactions with fast response times and credible information sharing.

Table 11: Test of the Second Sub-Hypothesis

Source	Sum of Squares	D.F	Mean	Sig Level	R	R^2	Adjusted R^2	T	F
Regression	0.757	1	0.757	0.001	0.544	0.296	0.286	5.346	28.579
Error	1.8	68	0.026						
Total	2.557	69							

Source: Compiled by the researcher utilizing outputs from SPSS version 27.

The test results of the second hypothesis demonstrate that digital communication channels used by the Algerian Telecommunications Corporation have a strong and significant impact on the institutional trust levels of digital audience members. The significance value (Sig = 0.001) which is below the critical threshold of 0.05 confirms the statistical validity of the model.

The correlation coefficient ($R = 0.544$) reflects a relatively strong positive relationship suggesting that the organization's use of various digital communication channels (such as social media, apps, email, etc.) is associated with a higher level of trust among its audience.

The coefficient of determination ($R^2 = 0.296$) indicates that about 29.6% of the variance in trust levels can be explained by the effectiveness of these digital channels. This relatively high percentage highlights the role of digital infrastructure in reshaping the communicative relationship between the organization and its audience.

The high T-value (5.346) and F-value (28.579) together with the significant p-value (0.001) demonstrate the statistical significance of the model. Therefore, the null hypothesis that there is no relationship between digital communication channels and trust-building among the audience is rejected. The alternative hypothesis that digital communication channels have a significant impact on trust-building among the audience is supported.

Table 12: Test of the General Hypothesis

Source	Sum of Squares	D.F	Mean	Sig Level	R	R ²	Adjusted R ²	T	F
Regression	0.762	1	0.762	0.001	0.546	0.298	0.288	5.371	28.849
Error	1.795	68	0.026						
Total	2.557	69							

Source: Compiled by the researcher utilizing outputs from SPSS version 27.

The study results demonstrate that Algérie Telecom's digital public relations activities maintain a statistically important connection with trust levels from their digital audience as shown through the following analysis:

- The significance level (Sig = 0.001) is below the 0.05 threshold, indicating statistical significance.
- The correlation coefficient (R = 0.546) reflects a moderate positive relationship between the two variables.
- The coefficient of determination (R² = 0.298) indicates that approximately 29.8% of the variance in trust levels can be explained by digital public relations practices — a substantial proportion.
- The calculated T-value (5.371) and F-value (28.849) both exceed the critical thresholds, supporting the rejection of the null hypothesis (H₀) and confirming the alternative hypothesis (H₁), which asserts a statistically significant relationship between the variables.

6– Study Findings

The statistical study reveals that Mobilis digital public relations practices serve as essential factors for creating organizational trust among its digital audience. The tested hypotheses confirmed a statistically significant relationship between digital communication methods and perceived trust levels. The findings demonstrate that

audience social representations about the institution and its reputation strongly depend on their interactions with the institution's digital channels.

According to Moscovici's framework, social representations function as cognitive-social mechanisms through which people understand complex social realities and develop common understandings. The research identifies organizational trust as a construct that emerges through symbolic and cognitive interactions between organizations and their audiences in digital spaces.

The research reveals that digital channel audiences interpret messages with non-neutral perspectives because they assign meanings through their previous experiences and content interactions as well as their social understanding of the channels. Every message response post and interaction functions as a social symbol which becomes part of collective representations that determines how people view organizational trustworthiness.

Through the perspective of social representation theory digital public relations serve two functional purposes:

- The organization produces communication which leads to either favorable or unfavorable public views of the institution.
- Digital public relations reshape public opinion through their role in reinforcing trust and credibility elements within the digital public sphere. The study demonstrates that organizational trust develops through social representations which circulate in digital spaces rather than existing independently from daily communicative contexts. Digital public relations serve as a vital tool for establishing organizational legitimacy and public image because they actively shape how the institution exists within the collective digital imagination.

7- Conclusion

This investigation found that digital public relations methods at Mobilis help develop multiple social representations in its digital audience which directly modify their organizational trust. Research results indicate trust development occurs beyond information accessibility and digital service excellence because it forms through the shared symbolic space built from organizational-audience communicative interaction. Individual perceptions continuously evolve through the accumulation of personal experiences and social interactions.

Organizational trust emerges as a socio-cognitive construct which develops through digital discourse according to the theory of social representations. The organization and its audience maintain their relationship within cultural and social frameworks that transform symbols and discourse into collective consciousness through reproduction. Digital audiences transform messages through active reinterpretation by linking them to pre-existing symbols and social references thus making these representations essential for understanding digital public relations effectiveness.

Study Recommendations

- Organizations need to build communication approaches through thorough analysis of digital audience symbolic structures and social representations in the digital environment. Digital organizational contexts produce collective meanings which organizations must explore through qualitative research to develop communication strategies that align with digital social actor expectations.
- Organizations should assess their digital discourse content to better match audience social language while including trust dimensions alongside credibility and symbolic affiliation.
- Organizations should enable bidirectional digital communication systems that create authentic dialogues which minimize negative perceptions while boosting audience participation and engagement.
- The emotional and symbolic aspects of messages should receive increased attention because they serve as fundamental elements that form audience perceptions rather than just providing functional or informational content.
- Future studies should employ qualitative research methods including interviews and observation together with content analysis to investigate how digital audiences form trust in organizations through social meanings.

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