



The Reality of Electronic Communication in Algerian Private Institutions

A Field Study on a Sample of Workers in the City of Biskra

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Abstract:

This study aims to identify the manifestations of electronic communication in Algerian private institutions through a field study conducted on a sample of workers in the city of Biskra. The researcher relied on the descriptive approach and used a paper questionnaire as the main tool, in addition to observation, which helped in accurately analyzing the subject. The study reached highly significant results that reflected the great importance of electronic communication in Algerian private institutions. This type of communication has become an essential element in performing tasks within these institutions, especially as it grants many communication advantages to workers, including interactivity and flexibility, which affects their professional performance. However, it was noted that this impact has both positive and negative aspects

Keywords: The reality, electronic communication, private institutions.



1. INTRODUCTION

Throughout the stages of their development, human societies have witnessed numerous transformations that brought about various changes and effectively contributed to achieving a better standard of living for humanity. Moreover, these transformations facilitated many transactions and operations among individuals that were previously difficult or almost impossible to perform. However, thanks to modern technology and the enormous technological advancement, these have now become self-evident matters that can be carried out in a short time, with the least possible effort and financial cost.

The ongoing transformations that humanity is experiencing have forced societies in general and individuals in particular to adapt to the new reality brought about by these technologies, as a way of keeping pace with the growing and rapidly successive transformations. Here we note the convergence of three revolutions: the Information Revolution with its tremendous technical and informational development, followed by the Communication Revolution represented by modern communication technologies, and finally the Revolution of Electronic Computers which has merged with all aspects of life.

This convergence led to the emergence of what is known as the Internet as a result of this integration. The facilities provided by the Internet have greatly contributed to bringing about changes that individuals could not have dreamed of before. Its integration with various fields has made the performance of duties and tasks something self-evident for many. We refer here to institutional work as one of the most important fields on which civil life relies for carrying out its transactions and implementing its projects. It has greatly benefited from this informational momentum.

We also refer here to one of the outcomes of modern technology: websites, which have become giant platforms that bring together millions of users in a single virtual space. This space allows them to share their opinions and ideas and gathers them into virtual communities united by the same principles, beliefs, and ideas, and to defend them. Furthermore, it is a field for exchanging information and mutual communication among them. This has provided employees in institutions with the opportunity to communicate with each other within the same institution or with other institutions and to exchange various information that concerns them and their institution..

Through this study, we have sought to highlight the importance of websites as a model and as a positive actor in bringing about the required change in institutional work, despite the fact that they have not received sufficient attention in studies.. Therefore, through this study, we have sought to enrich this topic and reveal the most important advantages that websites provide, as they are



among the most widely used and widespread platforms among individuals in general and among employees in institutions in particular

Accordingly, we seek to answer the following research problem:

* communication in Algerian private institutions What is the reality of electronic ?

To provide a more comprehensive understanding of this issue the following sup-questions are also raised:

1. What are the forms of electronic communication in private institutions?
2. What are the ways in which workers in private institutions benefit from electronic communication?
3. What are the effects of electronic communication in private institutions? significance of the study

The importance of this study lies in the fact that it sheds light on significant aspects related to private institutions and new media. It attempts to reveal the manifestations of electronic communication in Algerian private institutions and the role it plays in promoting professional and administrative performance within the institution.

2. methodology:

2.1 Type of Study

This study falls under descriptive studies that seek to investigate ambiguous phenomena and problems and to find solutions for them. This is done either by researching new problems in the academic field or by building on where previous researchers left off in their studies, which usually end by raising new problems that require further study and research.

This type of study aims to collect accurate facts and information about the phenomenon being studied, classify the obtained data, record it, and interpret it to obtain precise results. This is achieved through analysis based on sufficient and accurate information about a phenomenon or subject during a specific period of time, in order to obtain practical results that can be interpreted objectively and in a way that is consistent with the actual data of the phenomenon. (Obaidat, 1999, p. 46)

2.2 Study approach



Given that this study falls within descriptive studies that seek to collect information from a sample of individuals, the appropriate methodology for such studies is the sample survey method. This method is known as one of the most effective approaches for studying this topic thoroughly, and it suffices with a specific number of research subjects.

The survey method is defined as the method that is based on collecting data and information about the phenomenon under study with the aim of identifying its current status. It is also useful in understanding the phenomenon being studied in its natural context through an inventory and a survey of information related to its basic components and the internal and external relationships that govern it. (Slatnia & Hassan, 2012, p. 18)

2.3 Data collection tool:

This study relied on two tools: observation and the paper questionnaire.

The questionnaire is defined as a tool for collecting data related to a specific research topic through a form filled out by the respondent. It is used to collect information regarding the beliefs and desires of respondents, as well as to gather facts they are aware of. Therefore, it is primarily used in studies aimed at exploring facts about current practices, public opinion surveys, and individual tendencies. If the individuals from whom the researcher wishes to obtain data are located in distant places, the questionnaire tool enables him to reach all of them within a limited time and at a reasonable cost. (Al-Wasel, 1999, p. 61).

As for scientific observation it is an observation in which the mind plays a major role through observing phenomena, interpreting them, and identifying the relationships between them. For this reason, it is an important means of data collection that contributes significantly to descriptive, exploratory, and experimental research.

2.4 sampling

The research population, or study population, is the larger population that includes all the study units that the researcher seeks to study. However, the vastness of this population prevents the researcher from studying all of its members. Therefore, the researcher resorts to focusing on the accessible population and getting closer to it to collect data. This population is usually considered a representative part of the target population and meets the needs and objectives of the study. (Hamid, 2004, p. 103). We chose the purposive sampling method, in which the researcher selects its units in a deliberate manner. This is due to his prior knowledge and good understanding of the research population and its general elements that represent it accurately.

In order to complete the research within the specified time, we conducted the study during the period from December 12, 2019 to January 07, 2020 by distributing paper questionnaires to 120



workers in private institutions. 102 questionnaires were retrieved, while we were unable to obtain the remaining questionnaires, estimated at about 18 questionnaires.

3. Section

Table 1. Gender of the Respondent

gender	frequency	percentage
male	77	75.49 %
Female	25	24.50 %
Total	102	100 %

Source: By the Author

The data in Table.1 indicate that 75.49% of the respondents are males, while the female category does not exceed 24.50%. This percentage is due to the fact that male workers in private institutions in Biskra are more responsive to research, and this is also due to the reluctance of some female workers to deal with research questionnaires because of some conservative traditions in the study society.

Table 2. Age of the Respondents:

Age Group	Frequency	Percentages
20-30	22	21.56 %
30-40	61	59.80 %
40-50	16	15.68 %
Over 50 years	3	2.94 %
total	102	100 %

Source: By the Author

The data in Table.2 indicate that 59.80% of the respondents are in the 30-40 age group, that 21.56% are in the 20-30 age group, and that 15.68% of them are between 40-50 years old, while only 2.94% are over fifty years old. These percentages indicate that websites are widely used among workers in Algerian private institutions within the youth category, more than among the middle-aged category. The largest proportion of workers in Algerian private institutions in private institutions in Biskra are in the late youth stage, due to institutions in Biskra hiring youth more because of their physical abilities to perform.

Table 3. Shows the educational level of the respondents

Educational Level	frequency	Percentage
Primary	00	00 %
Intermediate	2	1,96 %
Secondary	14	13,72 %
university	77	75,49 %
Postgraduate	9	8,82 %
Total	102	100 %



Source: By the Author

The data in Table.3 indicate that 75.49% of the respondents are university graduates. This is a natural percentage given that most private institutions in Biskra prioritize hiring university degree holders due to their academic capabilities. The table also shows that 13.72% of the respondents have a secondary education level, and they are less educated than university degree holders. Meanwhile, the percentage of those with higher degrees does not exceed 8.82%, due to the fact that this category is more oriented toward scientific research at the university. We also find that 1.96% of the respondents have an intermediate level, and none of the respondents completed their studies at the primary level. This indicates the importance of education as it has become the foundation of development.

Table 4. Shows the amount of time spent using websites by workers in Algerian private institutions

Form of Use	Frequency	Percentage
16.66%Always	17	16,66 %
Sometimes	55	53,92 %
Rarely	24	23,52 %
Total	102	100 %

Source: By the Author

The data in Table.4 indicate that 53.92% of the respondents use websites for reasons related to their work only sometimes, due to their preoccupation with work matters and because they have other means of communication such as the telephone. Also, 23.52% use them rarely. These individuals show less interest in websites and are often found among older people, with a greater interest in direct personal communication. Meanwhile, 16.66% of them use them permanently. These individuals are characterized by their young age and high educational level, which allows them to make constant use of modern communication technologies, most notably social media sites.

We conclude that the differences in the patterns of use of websites by workers in Algerian private institutions are due to differences in their academic and social characteristics.

Table 5. Shows the amount of time workers in Algerian private institutions spend using websites for purposes related to their work

Usage duration	Frequency	Percentage
Less than half an hour	22	21,51%
From 1 to 2 hoursFrom 1 to 2 hours	76	74,50 %
More than 2 hours	4	3,92 %
total	102	100 %

Source: By the Author



The data in Table.5 indicate that 74.50% of the respondents use websites for work-related purposes for a period of time ranging from one to two hours. This is a considerable period, given that websites are used for multiple purposes. The table also shows that 21.56% of the respondents use them for less than half an hour, which is not a long duration, while 3.92% use them for more than two hours. These are the ones who are most inclined toward new communication innovations, most notably social media sites.

Table 6. Shows the preferred means of interaction for workers via websites in their field of work

Means of interaction	Frequency	Percentage
Posting about the workplace organization	17	16,66 %
Using websites to communicate with colleagues at work	73	71,56 %
Commenting and liking posts related to the organization	11	10,78 %
total	102	100 %

Source: By the Author

The data in the table.6 above indicate that 73% of the respondents use websites to communicate with their work colleagues. This is due to the fact that websites are free, and also because they provide them with many advantages for communication that combine different media.

We note from the table that 16.66% of the respondents publish posts related to the institution in which they work, which indicates their activity and their desire to enhance the image of the institution they work for. Meanwhile, 10.78% of them are content with commenting and liking posts related to their institution.

These figures confirm and reveal the diversity and variation in terms of levels of activity among the respondents.

Table 7. Shows the nature of the electronic accounts of workers in Algerian private institutions

Nature of the account	Frequency	Percentage
Account with a real name	57	55,88 %
Account with a fake name only	17	16,66 %
Two accounts (real name and fake name)	28	27,45 %
Total	102	100 %



Source: By the Author

The data in the table above indicate that 55.88% of the respondents use accounts on websites that bear their real names to interact with topics related to their work. This category is the most inclined toward building a good image for their institutions, and they do not publish posts that criticize them. This alone is a motive for revealing their personal identities for one or perhaps several reasons, the most important of which is obtaining moral rewards or praise from work colleagues.

Meanwhile, 27.45% of them use two accounts, one with their real name and the other with a pseudonym. This category combines defending the institution as a whole with exposing some violations against workers in Algerian private institutions through accounts with fake names, for fear of punishment.

While 16.66% of them are content with fake accounts, and they are the most inclined to not appear due to their criticism of various aspects of shortcomings within the institution.

Table 8. Shows the language used by workers in Algerian private institutions in their electronic communications

Language used	Frequency	Percentage
Standard Arabic	00	00 %
Colloquial Arabic in Latin letters	93	91,17 %
French	9	8,82 %
Total	102	100 %

Source: By the Author

The data in Table .8 indicate that 91.17% of the respondents use the Algerian dialect in Latin letters on Facebook. This shows the respondents' tendency toward extreme abbreviation, as this language uses numbers instead of letters and also reduces words to a few letters in order to convey the largest number of meanings in the fewest possible words, at the expense of preserving Standard Arabic, which is not used by any of the respondents. The reasons for this are mainly due to the lack of awareness of the importance of the Arabic language among workers, considering it a language that represents one of the pillars of Algerian identity.

The table also shows that 8.82% of the respondents use the French language, and they are a category with a high educational level.

Table 9. Shows the most important motive for workers to use websites in their field of work

Motives for use	Frequency	Percentage
Communicating with	68	66.66 %



colleagues at work		
Communicating with the manager	14	13,72 %
Publishing news related to the organization	20	19.60 %
Total	102	100 %

Source: By the Author

The data in the table above indicate that 43.42% of the respondents use websites to communicate with their work colleagues about various aspects related to their work. Meanwhile, only 13.72% of them use them to communicate with the manager. This is due to the formal nature of communication with the manager, as it is upward communication that requires more formal channels than Facebook. We also note that 19.60% of the respondents use them to publish news related to their institution.

These figures indicate the transformation of websites into a tool in the hands of workers, which they use for multiple and diverse purposes due to the diversity of their social and psychological characteristics.

Table 10. Shows whether workers in Algerian private institutions use websites to confront unfair decisions against them.

Using websites to confront * *unfair decisions	Frequency	Percentage
Yes	88	86,27 %
No	14	13,72 %
Total	102	100 %

Source: By the Author

The data in the table above indicate that 86.27% of the respondents use Facebook to confront unfair decisions against them, by communicating with each other and discussing these decisions with a degree of freedom and activity. Websites also help them to be immediate in keeping up with these decisions and in identifying their various repercussions as quickly as possible, which confirms the communicative capacity of websites. The nature of these decisions also controls this.

It is clear that 13.72% of the respondents do not use websites to defend themselves, and prefer official means. They see websites as merely a youth communication tool that cannot be relied on to confront unfair decisions, and they prefer other forms such as reports and meetings due to their official nature.

Table 11. Shows the objectives that workers in private institutions have achieved thanks to websites



Goals achieved thanks to * *websites	Frequency	Percentage
Knowing the various updates within the organization	9	8,82 %
Strengthening human relationships with colleagues at work	79	77,45 %
Confronting some violations against workers	14	13,72 %
Strengthening and improving the organization's image Strengthening and improving the organization's image	00	00 %
Total	102	100 %

Source: By the Author

The data in the table above indicate that 77.45% of the respondents used websites to strengthen human relationships among themselves, by creating a space for free discussion and raising their various concerns, whether related to work or private life.

Meanwhile, 13.72% of them used it to confront unfair decisions against them.

While 8.82% used it to learn about the various updates regarding their institution.

And no one used it to enhance the image of the institution, which indicates the absence of a public relations culture among the respondents.

Table 12. Shows whether electronic communication has helped workers in Algerian private institutions to perform work better.

Have websites helped * workers in Algerian private institutions perform their work better	Frequency	Percentage
Yes	59	57,84 %
No	43	42,15 %
Total	102	100 %

Source: By the Author

The table above indicates that 57.84% of the respondents were helped by Facebook to perform their work better, through strengthening informal communication channels among themselves, benefiting from its many advantages, which reinforced the concept of the



active audience among them. Meanwhile, 42.15% of them were not helped by websites to perform better. This is due to their lack of interest in social media sites, and their greater inclination toward traditional channels of communication

Table 13. Shows whether websites have caused problems within the workplace

Are websites a cause of problems ?within the organization	Frequency	Percentage
Yes	91	89,21 %
No	90	10,78 %
Total	102	100 %

Source: By the Author

The data in Table.13 indicate that 10.78% of the respondents believe that websites have caused problems in the work environment, as a result of misuse. While 89.21% of them confirm that they did not cause problems within the institution. The viewpoints among the respondents differ according to their personal experiences and the situations they have lived through within the institution.

Table 14. Shows the nature of the problems caused by websites within the institution

Nature of the problems	Frequency	Percentage
Wasting time due to using it during work hours	80	78,43 %
Using it as a channel to spread rumors and achieve personal interests at the expense of the public interest	14	13,72 %
Negligence and weakening of official communication channels within the organiza	8	7,84 %
Total	102	100 %

Source: By the Author

The table above indicates that 78.43% of the respondents consider that the most prominent negative effects of websites are the wasting of time due to using them inside the institution during work hours.

Meanwhile, 13.72% of them consider rumors and misuse to be the most important negative effects, especially those related to achieving personal interests far from the public interest of the institution.

While 7.84% of the respondents consider websites to be another factor in weakening formal communication channels, which creates a kind of laxity within the institution.



Table 15. Shows the positive effects that websites have brought about in the field of work

The changes brought about by electronic communications	Frequency	Percentage
Strengthening informal communication 89.21channels within the organization%	91	89,21 %
Speed in keeping up with various developments within the organization 1.96%	2	1,96 %
A means of defending the organization 8.82%	9	8,82 %
Total	102	100 %

Source: By the Author

The table shows that 89.21% of the respondents consider strengthening informal communication channels within the institution to be the most important positive effect of electronic communication within the institution. Websites have enhanced opportunities for communication among workers in Algerian private institutions by opening discussion groups that benefit from the many advantages of websites.

In third place came the speed in keeping up with various updates within the institution, with 1.96%.

While 8.82% of the respondents consider defending the institution to be the most important effect, through advertising and promotion in favor of the institution.

Table 16. Shows the best means of communication among workers in Algerian private institutions outside work hours, within private institutions in Biskra.

Communicatio tool	Frequency	Percentage
Phone	19	18,62 %
Websites	50	49,01 %
Direct personal contac	33	32,35 %
Total	102	100 %

Source: By the Author

The table above shows that 49.01% of the respondents consider websites to be the best means of communication among workers, thanks to their many advantages.

Meanwhile, 32.35% of them consider direct personal communication to be the best means, due to its flexibility.

While 18.62% of them consider the telephone to be the best means, and they are the most inclined toward brevity in speaking.

**Table 17.** Shows the best advantages of electronic communication for workers

the best advantage	Frequency	Percentage
Free multimedia	10	9,80 %
Ease of use	92	90,19 %
Freedom of use	00	00 %
Total	102	100 %

Source: By the Author

The table above shows that 90.19% of the respondents consider free access and ease of use to be the most important feature of websites. This feature helps them achieve many objectives such as communication and strengthening relationships with colleagues.

Meanwhile, 9.80% consider diverse media to be its most important feature, as it combines image, audio, and video, which makes it a communication tool that brings together the various advantages of other means.

Table 18. Shows the form of the impact of electronic communications on the institution

The impact of websites on the organization	Frequency	Percentage
Positive	77	75,49 %
Negative	25	24,50 %
Total	102	100 %

Source: By the Author

The table above shows that 75.49% of the respondents consider that websites have had a positive impact on their institution, and they affirm that it is an ideal means that should be used positively.

Meanwhile, 24.50% of them consider it to be a negative factor within the institution, and they justify that by saying it weakened formal communication channels, which created a kind of laxity.

Table 19. Shows the suggestions made by workers in Algerian private institutions within private institutions in Biskra to confront the negative effects of electronic communication

Suggestions	Frequency	Percentage
Prohibiting the use of websites in the workplace	1	0,98 %
Appointing communication technology specialists within the organization	68	66,66 %
Organizing training courses to raise awareness among workers in Algerian private institutions about the necessity	33	32,35 %



of 32,35 Positive engagement with websites		
Total	102	100 %

Source: By the Author

The table above shows that 66.66% of the respondents suggest creating official pages on websites for their institutions, by specialists, with the aim of enhancing the institution's image and creating a virtual space for the institution that supports it.

Meanwhile, 32.35% of them suggest organizing training sessions for workers on the need for careful and proper use of websites and other media for the benefit of the institution. And only one researcher sees the need to ban the use of websites in the field of work.

4. Study Results: The study reached a set of results that can be summarized as follows:

1- Males constitute the largest proportion of workers in Algerian private institutions in Biskra, with their percentage reaching 75.49% according to this study, while the female category did not exceed 24.50%. This is due to the nature of work in these institutions, which is dominated by physical activity. Also, the 30-40 age group represents the largest proportion of workers in Algerian private institutions among users of websites. This corresponds with many studies that confirmed that young people are the most frequent users of new communication platforms. The study also showed that most workers in Algerian private institutions who use websites hold university degrees. This is due to the fact that these institutions seek workers with scientific competencies capable of achieving the institution's objectives.

2- The study revealed that 53.92% of workers in Algerian private institutions in Biskra use websites for reasons related to their work sometimes. They use them whenever the need arises. While 23.52% of them use them rarely, as they prefer other channels to websites, considering it a means that does not suit their objectives. Meanwhile, 16.66% use them permanently, and this group is the youngest in age and more inclined to adopt new innovations in the field of communication.

3- The study revealed that 74.50% of workers in Algerian private institutions in Biskra use websites in their field of work for a period ranging between one and two hours, where they engage in communication about their work conditions and join discussion groups that are free from the constraints of place and time. While 21.56% of them use it for no more than half an hour. They are considered less interactive via websites regarding work and use websites for other purposes. While 3.92% use it for more than two hours, and we find that these are more active on the "blue space".



4- The study revealed that 71.56% of workers in Algerian private institutions use websites with the aim of communicating with work colleagues, and they benefit from the advantages of websites that combine multimedia and ease of use. While 16.66% of them use it to publish posts related to the institution they work in, in a way that allows discussions to be sparked among workers. While 10.78% use it only for commenting and liking posts related to the institution.

5- The study revealed that 55.88% of workers in Algerian private institutions in private institutions in Biskra are satisfied with one account bearing the real name, to interact on topics related to their work, and they do not see a need to use a pseudonym since they interact in ways far from accountability. While 27.45% of them use two accounts with a fake and real name, and they interact in a diverse manner between support and criticism, and they prefer to talk about both positive and negative matters. While 16.66% of them are satisfied with a fake account, and these often criticize aspects of shortcomings within their institutions.

6- The study showed that 91.17% of workers in Algerian private institutions who use websites in private institutions in Biskra use colloquial language in Latin letters, and they justify that by its ease and its abbreviation of long words. While none of the workers in Algerian private institutions use Modern Standard Arabic, which raises a problem regarding the fate of the Arabic language, given the absence of its use on social media.

7- The study revealed that 66.66% of workers in Algerian private institutions in private institutions in Biskra use websites with the aim of communicating with their work colleagues about various issues related to their work. While 13.72% of them use it to communicate with the manager, and these are closer to the manager in terms of work. While 19.60% of them use it to enhance the institution's image, which confirms the absence of a public relations culture in private institutions in Biskra.

8- The study showed that 86.27% of workers in Algerian private institutions in private institutions in Biskra use websites to confront decisions they see as unfair against them, by forming discussion groups to exchange opinions about procedures to confront them. While 13.72% of them do not use websites for the same purpose and prefer other, more formal means.

9- The study revealed that 77.45% of workers in Algerian private institutions in private institutions in Biskra were helped by websites to strengthen human relationships with their colleagues, by keeping up with updates in their private lives and expressing sympathy, solidarity, and joy among themselves. While 13.72% of them were helped by websites in defending their rights. Also, 8.82% were helped by websites to learn about the latest updates within the institution. While no one was helped by websites to improve the image of the institution they work for.



10- The study showed that 57.84% of workers in Algerian private institutions who use websites were positively affected by websites in their work through strengthening communication channels among them and creating shared values. While 42.15% of them were not helped by websites to improve their performance.

11- The study showed that websites did not cause problems within the institution, according to 89.21% of workers in Algerian private institutions in Biskra, while 10.78% of them see it as a cause of problems.

12- The study revealed that the most important negative effects of websites on private institutions in Biskra are the wasting of time due to using them during work hours, for 78.43% of workers in Algerian private institutions in Biskra. While spreading rumors and using the site as a means to achieve personal interests came in second place, for 13.72% of workers in Algerian private institutions in Biskra. While 7.84% consider the weakening of formal communication channels to be the most important negative effect of websites.

13- The study showed that the most important positive effects of websites on workers in Algerian private institutions within private institutions in Biskra are strengthening informal relationships and enhancing values of cooperation and understanding among workers, at a rate of 89.21%. And that 8.82% of them consider the most important positive effects of websites to be enhancing the institution's status and defending it. While the phrase "keeping up with various updates of the institution" came in last place at a rate of 1.96%.

14- The study revealed that 49.01% of workers in Algerian private institutions in Biskra prefer to use websites to communicate with their colleagues outside work hours. This is due to the various advantages of websites. The features of ease of use and free access were the most important features of websites for workers.

15- The study showed that 75.49% of workers in Algerian private institutions in Biskra consider that websites have had a positive impact on their work, thanks to their positive effects, as they facilitated communication among them and strengthened human relationships.. While 24.50% of them consider its effect to be negative due to misuse by workers.

16- The study revealed that 66.66% of workers in Algerian private institutions in Biskra consider that creating pages for institutions on websites by specialists is the most important measure to confront the negative effects of websites.. While 32.35% of them affirm the need to organize training sessions for workers in Algerian private institutions on modern communication technologies, with the aim of enabling them to use them in a way that helps achieve the institution's objectives. While only 0.98% of them demand banning the use of websites in the field of work, a percentage that confirms the importance of websites and their penetration into all aspects of life, and the inability to prevent their use in professional spaces.



5. Study Recommendations

The need for private institutions to pay attention to building an effective electronic communication strategy away from randomness. The necessity of accurately defining the limits of electronic communications in private institutions.

The obligation to raise awareness among workers in private institutions about the realities of modern communication technology in a way that allows them to benefit from it positively..

The need to pay attention to developing electronic communication in private institutions by creating websites and virtual pages affiliated with the institution and updating them in an enlightened manner.

6. Conclusion: It is clear that electronic communication in Algerian private institutions occupies an important place thanks to its many advantages that workers benefit from at various levels and fields, and which have effectively contributed to bringing about radical changes, whether positive or negative, especially since it is based on interactive and immediate platforms that are free from the constraints of traditional communication

It is evident that electronic communication in Algerian private institutions still needs to have its features defined more accurately, away from randomness, through strict administrative procedures that allow providing the components of effective electronic communication based on advanced means and employees with high digital competencies that give them the ability to manage electronic communication in a positive and effective manner for the benefit of the institution.

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