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Attitudes of the Saudi Public towards Government Communication Platforms at the Ministry of Municipal, Rural Affairs, and Housing

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Abstract

The study aimed to identify the trends of the Saudi Public towards government communication platforms of the Ministry of Municipal, Rural Affairs, and Housing using the media survey curriculum, and the survey study relied on the electronic questionnaire tool as a tool to collect data from an intentional sample consists of (200) individuals from the users of Balady platform from the audience of Al-Ahsa Governorate. and the study employed the theory of trend and the government services model to achieve its goals.

The study reached a number of results, the most important of which are: The Saudi Public uses government communication platforms of the Ministry of Municipal, Rural Affairs and Housing to a moderate degree, as the Saudi Public's usage of government communication platforms in the ministry once a month came in the first place, and the attitudes of the Saudi Public towards the platform of Balady are highly positive, and it was revealed that the average on the cognitive side is higher than the emotional and behavioral side. It was also proved through the study that there is a strong direct relationship between the cognitive, emotional and behavioral trends of the Saudi Public in Al-Ahsa Governorate towards government communication platforms of the Ministry of Municipal and Rural Affairs and Housing, and the standards of the government services model. The most important recommendations made by the study is: the need to publicize the importance of the Balady platform and the available electronic services by preparing promotional campaigns for such application through traditional media and social media, and urging citizens and residents to use it. It also recommended the need to improve the user interface of Baladi Platform, so that services are organized to access them easily, and its design to be attractive to users.

keywords: Saudi Public, Government Communication Platforms, Ministry of Municipal and Rural Affairs and Housing, Balady Platform, Al-Ahsa Governorate audience, Trend Theory, Government Services Model.