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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Development of Concept of the User in the Digital Public Sphere

Prof. Dr. Souraya El Badaoui
sourayaelbadaoui2006@hotmail.com
Professor of Public Relations
Cairo University

Abstract

The research problem in this study represents in locating "the user" in the digital public sphere, as the study aimed to analyze pattern of theoretical and methodological treatment of role of the user in the Arab and foreign scientific literature.

The study used approach Meta Analysis. Thus; it analyzed published researches and studies about the new media in the Arabic and foreign language. Accordingly, the study was applied on a sample of Arab and foreign research and studies of new media, published from 2000 to 2014.

The study recommended including concept of "the user" in the agenda of Arab new media researches, to adopt interface orientation in Arab studies which had included researchers from different areas, to break dependence of Western models, and to try to develop "appropriate" theories to nature of the Arab environment ...etc.

The study also recommended focusing - in studying of the users - on the Qualitative Narrative Analysis, for their comments in the digital public sphere, and starting from Phenomenology approach in this context.

