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## **The Effectiveness of Using Social Media Sites in the Social Accountability from The perspectives of the respondents**

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### **Abstract**

**T**his study aimed to identify the effectiveness of the respondents' use of social media in social accountability in three key issues: Improving services, detecting corruption issues and empowering the marginalized in society by applying the survey on (200) social networking users, as well as interviewing a number of administrators of social accountability pages and groups via social networking site (Facebook).

**Results of the study Showed** a negative correlation between the use of Facebook in the social accountability, improving the services and detecting corrupt in issues at the significance points (01,, and (05,,), Respectively, there was a negative and statistically non-controversial link between using Facebook as social accountability and empowerment of the marginalized individuals in community from the perspective of the respondents

Results on Twitter's effectiveness in social accountability has revealed a statistically positive correlation between Twitter's uses for social accountability, improved services, and empowering the marginalized. Meanwhile a statistically negative correlation between using Twitter for social accountability and the disclosure of corruption issues in society from the perspective of the respondents.

Results also showed significant differences among respondents in their appreciation of how far the contribution of the number of complaints (social accountability) through social networking sites in improving the services provided to citizens in Egyptian society, uncover corruption issues, and empower marginalized groups, according to how they get respond to their complaints, as those who got response for their concerns adopt a positive attitude toward social accountability through social media sites

**keyword:** Social Media Sites, Social Accountability.