

Journal



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Uses of Social Networking Sites as Public Relations' Media A Study of Arab PR Practitioners' Perspective

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Sohag University

Abstract

This study is an attempt to investigate the impact of social networking sites (SNSs) on the Public Relations (PR) practice in the Arab World and to examine the Arab PR practitioners' uses, attitudes and perceptions of these websites in PR practice as well as the relationships among these variables (uses, attitudes, and perceptions). An online survey was conducted with Arab PR practitioners. A total of 120 practitioners from different Arab countries responded to the survey.

The results of study indicated that: (1) 92.5% of respondents used SNSs in their PR practice. (2) The attitudes of the respondents toward the SNSs as PR media were positive. (3) Most of respondents perceived the importance of SNSs in PR practice. (4) Facebook, Google plus, Twitter and linked In were the most SNSs used by the respondents.

The hypotheses 1,2, and 3, proposing the effect of demographic variables on the usage of the SNSs as PR media, were partially supported, while the hypotheses 4,5, and 6 were supported; since the study found that (a) There was a significant statistical correlation between PR practitioners' attitudes toward using SNSs as PR media and their usage of these sites in PR practice. (b) There was a significant statistical correlation between PR practitioners' perceptions of SNSs usage as PR media and their actual usage of SNSs as PR media. (c) There was a significant statistical correlation between PR practitioners' attitudes toward using SNSs as PR media and their perceptions of these sites usage as PR media.

