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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network  
Egyptian Public Relations Association  
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Deposit Number: 24380 /2019

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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Deposit Number: 24380 /2019

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## **Principles of Persuasive Design for Internationally Ranked Arab Universities Websites Using the (PSD) Model: Analytical Study (\*)**

**Dr. Maeen Saleh Yahya Al-Maitamy**  
[mmm4eee@gmail.com](mailto:mmm4eee@gmail.com)  
*Associate Professor of Media,  
Faculty of Mass Communication & Public Relations,  
Liwa College - Abu Dhabi*

**Dr. Fouad Ali Hussein Sa'adan**  
[f.sadan@su.edu.ye](mailto:f.sadan@su.edu.ye)  
*Associate Professor of Public Relations & Advertising,  
Public Relations & Advertising Dep.,  
Faculty of Mass Communication,  
Sanaa University*

### **Abstract**

The study aimed to reveal the principles of persuasive design used in design of the websites of Arab universities included in the (QS) world classification, and the researchers used the analytical survey method in order to reveal the persuasive methods used in those sites. This is done by applying to ten Arab public and private universities.

The results of the study found the superiority of the sites of public universities by applying the four principles of persuasion (primary task support, dialogue support, social support, and credibility support) and the site (Sultan Qaboos University) came at the forefront of internationally ranked Arab Universities websites in the use of most persuasive methods, while the site (Applied Science University - Bahrain) at the forefront of websites in application of the principles of persuasive design for private universities

**Keywords:** Persuasive System Design - Arab Universities Websites - Primary Task Support - Dialog Support - Credibility Support - Social Support.

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(\*) The Paper was received on March 27, 2024, and was accepted for publication on April 17, 2024.

