

Journal



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The Adoption of Social Media by Public Relations Practitioners in Saudi Government Organizations A Field Study within the framework of UTAUT

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Abstract

In light of the increasing use of social media in Saudi Arabia, in light of the results of many Western studies which indicated that the Internet in general and social media, in specific, radically change the practices of public relations, This study seeks to identify: " to what extent practitioners of public relations adopt and employ social media in government organizations in Saudi Arabia, and the factors affecting their use of social media tools in the light of the five elements of the unified theory of acceptance and use of technology (UTAUT).

The study found a relationship between the expected performance and behavioral intention. The study indicates a relationship between each of the expected performance, the expected effort and the society impact. Similarly, there is a relationship between the expected effort, the impact the community and the facilities available and, finally, the existence of a correlation between the society impact and the facilities available. The study concluded that the practitioners of public relations in the Saudi-governmental organizations adopt and accept the use of social media in the work and functions of public relations But the question arises: What is the degree of dependence of public relations departments on social media tools in achieving public relations tasks and functions. How effective is this use? And the degree of satisfaction of the target audience? Which opens the door to other studies in this regard.

