

Journal of PR research Middle East



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Employing Social Listening Tools in Analyzing Sentiments and Public Opinion Trends toward Issues of the Egyptian General Secondary Education (Thanaweya Amma) (*)

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Abstract

The study aims to identify how social listening technologies can be employed in analyzing sentiments and public opinion trends regarding issues related to the Egyptian General Secondary Education (Thanaweya Amma). It does so by monitoring and analyzing digital interactions across various social and news platforms, revealing the signal rate of General Secondary Education topics, the reach of related news, and discussions surrounding the issue.

The study also tracks and qualitatively interprets patterns of digital sentiments (positive, negative, and neutral), as well as identifies the most interactive and influential accounts and websites shaping digital public opinion toward the General Secondary Education system. This research falls under descriptive studies and relies on both social network analysis and the case study approach. It utilizes the Brand 24 social listening tool to monitor and analyze digital data and discussions related to General Secondary Education between August 27 and September 26, 2025. **The study reached several key findings, the most important of which are:**

- Results showed a significant increase in signal volume to around 19,000 posts within a short period, marking a 3000% rise compared to the previous period, with more than 10,000 users participating and achieving approximately 1.6 million interactions. Sentiment analysis indicated that positive posts outnumbered negative ones, although the latter showed a sharper increase — particularly amid debates about admission results and exam difficulty. YouTube and news websites were the top platforms for discussion, while student hashtags were more popular than official ones.
- These results suggest that the General Secondary Education issue is no longer a limited annual event but has become a continuous digital public issue, engaging multiple social groups. This highlights the importance of social listening as a digital public relations tool for tracking public sentiment, identifying controversial topics, and managing educational crises effectively.

(*)The Paper was received on July 22, 2025, and accepted for publication on August 23, 2025.

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