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Measuring the Direct Impact of Public Relations Awareness Campaigns on Facebook: A Field Study Assessing Women's Awareness and Attitudes Regarding Participation in Public Policy and Decision Making (*)

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Abstract

This research aims to measure the direct and quantitative impact of Public Relations (PR) awareness campaigns implemented via Facebook on Egyptian women, moving beyond superficial metrics to evaluate changes in the level of political awareness and attitudes towards participation in public policy and decision-making.

The study adopted the survey method using a sample of (300 respondents) and integrated the theoretical frameworks of both Cultivation Theory and the Elaboration Likelihood Model (ELM) to interpret the quality and permanence of the change.

The results strongly indicate a significant positive correlation between the intensity of exposure to Facebook campaigns and the rise in women's political awareness and knowledge. Furthermore, the findings highlight the importance of processing content via the Central Route of persuasion (reliance on logical arguments) to ensure the conversion of positive attitudes into actual and sustainable behavioral participation outside the digital environment, confirming that purposeful digital activity reinforces traditional political participation.

Key words: Public Relations, Awareness Campaigns, Facebook, Political Participation, Decision-Making, Cultivation Theory, Elaboration Likelihood Model (ELM), Political Awareness, Attitudes, Behavioral Outcomes.

(*)The Paper was received on June 25, 2026, and accepted for publication on 25 September, 2026.