

Abstract

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Social Media Prospects, Concerns and Threats: Case Study of Egypt

This study aims at examining the utilization of social media by the Egyptian government through analyzing the content of the Facebook web-pages of both the Ministry of Defense and the Ministry of Interior Affairs. Its importance lies in the fact that several studies highlighted the significance of the usage of social in informing the public. The study at hand investigates how these security organizations use the internet for establishing terroristic counter-communication through identifying the different frames used by both ministries. The theoretical framework is Framing and Social Responsibility Theory. The research follows a triangulation approach by combining two research methodologies, consisting of content analysis as a quantitative method and in-depth interviews as a qualitative one. Content analysis is conducted over a period of four months identified by previous research that the first quarter of 2015 was the most brutal in terrorist attacks and the terror attacks in the first three months of 2015 equal to the entire 2014, the fourth month is added to measure the prolonged repercussion of events. 260 posts and 520 comments through a purposive sample were analyzed. The in-depth interviews confirmed the same research outcomes from the perspective of academics and media persons, who defined more insightful information about the different aspects of using social media by terrorists and encountering their messages through the Ministries' social media platform. The research at hand managed to draw a full and clear picture about the utilization of social media by the Egyptian Ministries and how the public interacts with the ministries through their official platforms.