The Impact of Exposure to Visual Content on social networking sites on the attitudes of Egyptian youth towards Government Efficacy

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Abstract

The study aims at identifying the role played by visual content of the images and videos, which address government performance on social networking sites, and the role this visual content plays in influencing Egyptian youth attitudes towards the efficacy of the Egyptian government. This, in addition to measuring the credibility of this visual content and the extent of interactivity of Egyptian youth with it. The study was based on the hierarchy of effects model. The sample of the study was 400 individuals from the Egyptian youth. The study found that 94% of the study sample is interested in following this visual content. The results of the study indicate that there is some dissemination of this content through 'tagging' friends and contact on these social networking sites on these posts, indicating some level of agreement with this content and its effect on their perception of the efficacy of the Egyptian government. In this context, 54% of the visual content resulted in a negative perception regarding the Egyptian government's efficacy, while 74% thought that the Egyptian government's efficacy was 'moderate'. The results also prove that the exposure to this visual content had an effect on the recollection of current events as well as the study sample's perception of the efficacy of the Egyptian government, as the exposed considered the government more effective as compared to the non-exposed, which indicates the

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positive effect of this visual content. This phenomena also reflects a change in the pattern of this following-up of news and visual content, as the study sample preferred seeking 'official' pages relating to the Egyptian government, as compared to 'unofficial' ones, in consuming content relating to the efficacy of the Egyptian government.

Keywords: "social networking sites – government efficacy - political behavior"

Introduction

For the characteristics that distinguish them from websites, social networking sites are the most popular on the Internet. Online users from across the globe have increasingly turned to social networking sites, while the demand for websites has declined. Despite severe criticisms, especially toward Facebook (which delineates that it has a negative and direct impact on the family, and contributes to family disintegration and collapse), there are those who see social networking as an important means of development and cohesion between communities. It is a vehicle for the convergence of ideas and perceptions, access to different people and cultures, and a means of effective communication to mobilize the public. Ultimately, we can ascertain that social networking sites have a significant role in influencing public opinion.

1- Research Problem

Social networking sites (SNS) are the tools of networking and communication. Youth express their opinions through SNSs freely, as well as spend increasingly longer periods surfing it. The purpose of this study is to try identifying the extent to which political visual content published on social networking sites reflects the reality in Egypt and urges citizens—particularly youth—to participate in

political life in a positive manner. Taking into account the impact of variables such as levels of political competence, psychological empowerment, political interest, party affiliation, motives for using social networking sites, and demographic variables.

2- Objectives of the study

The main objective of the study is to identify the impact of visual content on social networking sites on the attitudes of Egyptian youth towards Egyptian government performance. rom this, we also derive following secondary objectives:

- To measure the effect of youth exposure to SNSs visual content on youth perception of government efficacy.

- To assess the role of SNS in establishing credibility of the Egyptian government.

- To examine the extent to which young people are convinced of the truthfulness of the information published on these sites on topics affecting Egyptian society. (Visual content trust)

- To identify the extent to which Egyptian youth rely on visual content on SNS to obtain information about public opinion issues.

- To assess the extent to which the Egyptian youth audience has used these sites to express their views on current events and issues of public opinion.

3- The hierarchy of effects model:[1]

Many researchers, both academics and media practitioners, have used the hierarchy of effects model. The purpose of the model is to measure the effect of an advertisement. Essentially, the basic hierarchy of effects model consists of a sequence of mental stages that an individual experiences during a communication campaign.

The traditional hierarchy of effects model has three main stages which are cognizance (thinking), effectively (feeling), and conatively (doing). Literature reviews reveal there is not one but many hierarchies of effects' models, the researchers developed this model to reflect the effect of the message on both the long and short term.[2]

Lavidge and Steiner (1961) suggested a more complete hierarchical approach for advertising, summarizing previous work in this area in a six-stage model consisting of awareness, knowledge, liking, preference, conviction, and purchase. In addition, they were the first to employ the summary labels of cognition, affect, and conation to represent the advertising response sequence more efficiently. Wijeya (2012)[3] developed the hierarchy of effects model that later adopted by AIDA's hierarchy of effects model, namely AISDALS Love (Attention, Interest, Search, Desire, Action, Like/dislike, Share, and Love/hate). This development matching with the spread of media technology, that supported by the development of vastly growing media, marked with the advent of new media and alternative media which is not as simple as before, for which to inform and persuade people to participate with their opinions. On the other hand, Adrian, Bauman & others (2008)4 findings provided limited support for the HOE model and suggested that increased awareness and understanding were the key proximal effects that led to behavioral change.

I will use this model in my study to determine the impact of exposure to political visual content on social networking sites by applying the hierarchy of effects model through its next stages, such as awareness, knowledge, preference, and conviction (impact) on the perception of the efficacy of the Egyptian government.

- Awareness[5]:

The assumption is that the set of ideas and principles that an individual has for a given political event arises from the exposure to visual content on social networking sites, increasing the knowledge and understanding of the study sample of the political reality as well as the perception of the efficacy of the Egyptian government.

- **Knowledge:**

The audience might have awareness about the political issues on social networking sites but not know much more; hence, this stage involves creating knowledge of a political reality. This is where comprehension of the many political issues and what they stands for become important. What are the specific events that capture the audience's interest? The stage of *knowledge* means awareness of the role played by the government and the effectiveness of its role in society, as well as identifying issues of importance to this society and actionable steps towards fixing them.

- **Liking:**

If the audience has interest in the political events presented on social networking sites, how do they feel about them? The audience may like, dislike, or share this political visual content on their pages, reflecting the interactivity audience with content that discusses the efficacy of the Egyptian government.

- **Response**:

The stages of response and conviction refer either to intention to perform a behavior or focus on the impact on the sample of the study, whether this impact is negative or positive towards the government or convincing the audience of the effectiveness of the

government, both in relation to internal and external issues. This occurs when the audience reacts to the information they have acquired and includes their emotional attitude formed by exposure to visual content on social networking sites. The political visual contents may also establish a level of trust with the Egyptian government by focusing on their internal and external activities, solving problems, achievements, and all social services.

4- Literature Review:

Facebook has become the most popular social networking site used by Egyptian youth: This has been confirmed by many studies of SNS , including Amal Gamal (2017)[6], Mohammad Fathi (2015)[7], and Hisham Fathy, (2015)[8], where results indicated that Facebook is at the forefront of social sites used in the North African country.

- **Political information** came from the most important reasons for the use of social networking sites by university youth, as indicated by the study of Amani Husseini (2015)[9]. The study of Magdalena Wojcieszak and Briar Smith (2014)[10] confirmed that the use of social networking sites arose primarily because of the freedom granted by those sites and the lack of control over them. The study of Andrea CeronLuigi et al., (2014)[11] confirmed that social networking sites are more likely to discover and track political news, as confirmed by the study of Susan Jane McManimon (2014)[12].

- **The impact of social networking sites on political behavior**: Many studies have focused on the impact of social networking sites on political participation, awareness, and political behavior of young people. In this context, many agreed that there is a link between the use of social networking sites and the political

participation of young people. Among these studies was the study of Noha Al Sayed (2016)[13], which emphasized that new media contributed to the decision-making stage and the interpretation of the decisions to the public, which increased the political knowledge of the masses. The study of Alcides Velasquez, (2014)[14] emphasizes that interactive group participation and group discussion of individuals have an effective influence on the political behavior of young people, and that there is an impact of interactivity through social networking sites on political participation. The study of Matthew J. Kushin and Masahiro Yamamoto (2009)[15] found that the use of social media, Internet expression, and traditional Internet sources positively correlates with integration into political action. On the other hand, the studies of Moran Christian (2014)[16] and DiGrazia et al., (2014)[17] have concluded that social networking sites are a better indicator of the change in political behavior than traditional media, which many scientists have. It works to shape the political reality according to a specific agenda.

However, the study of Alex Afouxenidis, (2014)[18] differed from the results of the previous studies. The results showed that there is no relationship between exposure to the Internet and the use of social networking sites and the political participation of individuals, noting that the subjective political beliefs of individuals relate to their political participation.

In general, social networking sites have produced a new form of democracy, political participation remotely or via the Internet, which is not very different from actual political participation in terms of organizational aspects of the political process. The literature indicated that political participation on the Internet would

not last long. The study of Leticia Bode et al., (2014)[19] agreed that the exposure of adolescents to social networking sites and election campaigns of candidates not only affects their political participation, but also their interactivity with others and their exposure to information and discussions of other personalities about the elections through social networking sites which also prompts them to traditional political participation, while the study of Homero Gil de Zuniga et al., (2014)[20] noted that social interactivity through social networking sites have an impact on online political expression, but have no impact on popular political participation, as the impact of the use of social networking sites is limited to how individuals express themselves politically. The study of Michael Xenos et al., (2014)[21], agreed with the above, while the study of George Waller (2013)[22] noted that social networking sites are not the only medium that push youth to debate and engage in politics, stressing that Facebook is the new venue that facilitates debate among youth interested in political affairs. On the other hand, Facebook does not encourage politically indifferent young people to engage in political discussions. Daniel (2012)[23] confirmed that Facebook expands the flow of information to other networks and enables more symmetrical conversations among users, whereas politeness is lower in the more anonymous and de-individuated YouTube.

The study of Carlson and Ben-Porath (2012)[24] found that modern technology allows ordinary citizens to participate in political debates and to present their ideas and perspectives on political issues, not only in writing but also in video through YouTube. Levon (2012)[25] confirms these findings, as Gulati and Williams (2010)[26] and Klotz (2010)[27].

The results of the study concluded to reject the main hypothesis of the correlation between the variables of intensity of use and political awareness, as in the study of Reem Al-Jabri Ahmed, 2017)[28]. While the study of Van Katharine, 2012)[29] revealed social networking sites, especially Facebook, played a major role in the involvement of young people in political life during the Egyptian revolution. The study of Zeynep Tufekciand &Christopher Wilso, 2012)[30] confirmed the active role enacted by social networking sites and Facebook in particular to mobilize the public to go to Tahrir Square to protest. The study of (Karin Knessil, 2011)[31] pointed to the role of social networking sites in redrawing the political map in the Arab world. In addition, the studies of (Nadine Chebib and Rabia Minatullah, 2011)[32] (Tamara Chahayeb)[33], (Yousra Allam)[34], and (Markus Sabadello)[35] confirmed in 2011 that social networking sites are the first spark of the Arab spring revolutions and that these sites helped youth to move because of the easy access and circulation of information.

- **Interactivity through social networking sites**: The study of Stuart Bender, (2017)[36] monitored and analyzed comments through Facebook, and it turned out that the site was used as a means for self-expression and as a platform for protest. The comments contained extreme words about violations, and violent and hateful threats from the government. The Qin Bei, (2017)[37] study found that a large number of participants on social networking sites came from highly sensitive political topics. Most of the participants discussed the protests, predicted specific events about corruption, and described the government as autocratic. The study of Iman Mohamed, (2016)[38] shows that there is an increasing conflict in the Egyptian society as a result

of the social networking sites spreading rumors, as well as deepening the tension among young people towards the events and crises as a result of exposure to motivational and tactical images.

5- Hypothesis of the study:

- There is a statistically significant relationship between the interactivity of the study sample with the visual content on social networking sites and the effects of this content on their attitudes toward government efficacy.

- There is a relationship between the interactivity of the study sample on the visual content on the social networking sites and their perception of Egyptian government efficacy.

- There is a statistically significant relationship between the level of awareness and knowledge of the study sample about the role of the Egyptian government through exposure to visual content on social networking sites and their perception about Egyptian government efficacy.

- There is a statistically significant relationship between the level of preference and liking of the study sample for the role of the Egyptian government through the exposure of visual content on the social networking sites and their perception of the efficiency of the Egyptian government.

- There is statistically significant relationship between the impacts of visual content the social networking sites and their perception of the effectiveness of the Egyptian government.

- There is a statistically significant relationship between those exposed and non-exposed to visual content that reflect the role

of the Egyptian government and the extent of their awareness and perception of government effectiveness.

- There is statistically significant relationship between the exposed and non-exposed to the visual content that reflect the role of the Egyptian government and the extent of their recall of events.

6 - Methodology

I relied on the descriptive survey approach to obtain a picture of Egyptian youth awareness of political events. I deployed the analytical survey method in the study through the survey of public opinion, in an attempt to garner the opinions of these youth and their attitudes towards the effective performance of the Egyptian government, as it pertains to dealing with these events, especially after these youth were exposed to the relevant visual content.

Sample of the study

For this study, I surveyed young Egyptians aged 18 to 35 years from various socio-economic and educational backgrounds. The author had 400 respondents taken by the available sample, this survey was collected in two methods, one of them by the online survey but I had feedback from only 100 respondent and the second method was by the direct interview with respondents then got another 300 responses.

Results

Usage habits and exposure to social networking sites:

- The usage of social networking sites by the study sample:
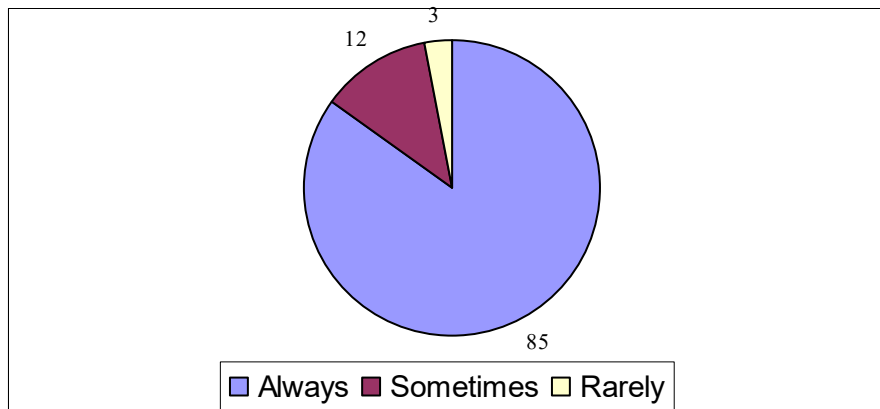
Figure (1)

Figure 1 reveals the frequency of use of social networking sites by the study sample. 85% of the sample use SNS on a regular basis (daily), followed by 12% that use social networking sites irregularly "sometimes," compared 3% of the sample using social networking sites rarely. This result is consistent with the study of Bandar Abdel Aziz (2015).[39] However, recent technological developments and the emergence of Facebook, Twitter, and YouTube on smart phone applications have led to a higher rate of access to these sites. These results are consistent with the studies of Duaa al-Ghawabi (2017),[40] Alcides Velasquez (2014),[41] and Leticia Bode et al., (2014),[42] which confirmed that there was an increase in usage rates of social networking sites by youth.

Preferred sites and applications for study sample:

Table (1)

Site	Frequency	Percent	Rank
Facebook	387	26.9	First
WhatsApp	369	25.6	Second
YouTube	225	15.6	Third
Instagram	167	11.6	Fourth
Twitter	155	10.8	Fifth
Blogs	136	9.5	Sixth

The results of the previous table showed that Facebook came first in the study sample preferences among social networking sites. This is consistent with the results of many studies that dealt with social networking sites, such as Duaa al-Ghawabi (2016),[43] Muhammad Fathi, (2015),[44] and Hisham Fathy (2015);[45] where the results indicated that Facebook is the most widely used social site used in Egypt.

Follow-up of visual content displayed on social networking sites:

The interest of the study sample in follow-up of the visual content (images - videos) displayed on the social networking sites is displayed in Figure 2:
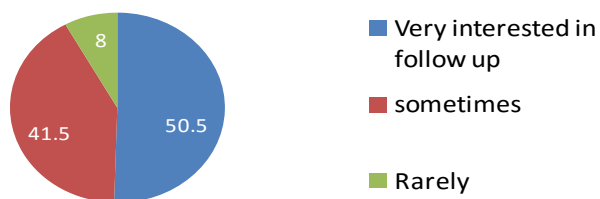
Figure (2)

The above results indicate the high interest of the study sample to follow up on the videos and posts with pictures they consume on social networking sites.

- **The posts that attract the attention of the study sample:**

56.2% of the study sample confirmed that only the posts with pictures attract their attention in the first place, followed by 26% of the sample of the study interested in the posts with videos only, and finally 17.8% of the study sample interested in the posts without pictures or videos.

- **The interest of the study sample in watching the visual content (images - videos) that discuss political issues and topics:**

94% of the study sample confirmed that they are interested in following up on visual content (images - videos) that discuss political issues and topics, ranging from high to moderate interest, which is consistent with the findings of the studies of Duaa al-Ghwabi (2017)[46] and Amira Samir (2014),[47] which showed that 69% of the study sample depends on social networking sites to obtain information and news about the presidential elections, especially news about candidates. It is also apparent that politics attract Egyptian youth using social media more than any other topic. This finding is consistent with the study of Susan Jane McManimon (2014),[48] who noted that access to political information is one of the main reasons for using social networking sites.

The results of the study of Andrea CeronLuigi et al., (2014)[49] confirm that there is an increasing use of social networking sites to discover and track political news, which is consistent with the studies of Michael Xenon et al., (2014)[50] and Magdalena Wojcieszak & Briar Smith (2014).[51] And confirmed that the uses of social networking sites are attractive to dissidents for the exchange of political information

primarily because of the freedom granted by these sites and the lack of control. This is in line with the study of Andrea CeronLuigi et al., (2014),[52] which confirmed that there was a strong demand for social networking sites to discover and track political news.

- **Reasons for the lack of interest of the study sample in following up on visual content (images - videos) that address political issues and topics:**

The results of the study indicated that 33.5% of the study sample were not interested in following the visual content (pictures - videos) that discuss political issues and topics, stating that the reason for not following this type of content is that this content reflects negative aspects of Egyptian society. In addition, respondents also stated that this content does not reflect the complete reality of Egyptian life. 29% of this subgroup indicated that they reflect reality, while 22% said that they avoided follow-up because of a lack of credibility and avoiding content supplied by those with bad intentions for the country. Finally, 15.5% said that this kind of visual content is damaging to national security.

- **Most frequently visited pages (Facebook) and channels (YouTube) for visual content relating to politics.**

Table (2)

| Types of pages	Frequency	Percent
Official pages	302	37.6
Descriptive media pages	259	32.3
Non-official political pages	189	23.5
Pages of parties	53	6.6
Total	803	100

It is clear from the results of Table 2 the diversity of pages through which the study sample follows the visual content that discuss the political issues between the media pages and newspapers, official pages, and non-official pages. The most prominent official pages are "President Abdel Fattah Sisi, Council of Ministers, Egyptian Armed Forces, Military Spokesman, and Ministry of Interior Official Page". Media pages and newspapers are "Al Jazeera, Rasd, Youm7, Sky News, Al Hadath, Al Watan, Misr News, CNN, Al-Masry Al-Youm." Non-official political pages, such as: "The Egyptian Position, Against the Brotherhood, In Love for Egypt, The Other Opinion page, The Political Post page, Russia Today, Political Arguments, Political jokes, Talk in Politics on Facebook ", the pages of the political parties like Freedom and Justice Party, 6 April".

All of the above is consistent with the result of the study of (Yasmin Salah, 2016)[53], which confirmed that among the most prominent political pages used by youth are "black list of the revolution of January 25 and the page of "Asfeen Ya Rayyes". As well as, the study of (Carolina Matos, 2012)[54] indicated the success of governments in the use of democratic and digital transformation in their favor, and that the media become more professional.

The study sample's recall of the issues discussed by the visual content on the social networking sites:

The extent to which the study sample recalls the events presented through the visual content (images - videos) that discuss political topics on social networking sites:
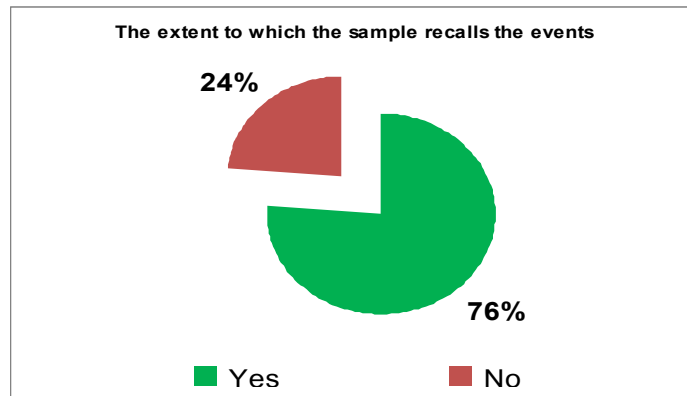
Figure (3)

The various events that the sample of the study recalls varied through the visual contents on the social networking sites. The most prominent Egyptian events were as follows:

- Presidential Elections 2018.
- The war against terrorism, military operations in Sinai.

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- The anniversary of the January 2011 revolution.
- Al Nahda Dam case.

- The anniversary of June 30 revolution.
- Tiran and Sanafir. Rising prices.

- **The most discussed topics of political visual content on social networking sites, as reflected by the view of the sample of the study:**

Table (3)

Topic	Frequency	Percentage
Visits of officials	206	23.1
Government achievements	202	22.6
Poor and deteriorating economic situation	192	21.5
Violence by police	135	15.1
political corruption	66	7.4
The decline of the system of values and the absence of the role of the family and the right education	58	6.5
Low social level and increased poverty rates	33	3.7
Total answers	892	100

The previous table reflected the nature of the topics discussed by the political visual content as seen by the study sample. Officials and the achievements of the government came, with 45.7%, while 52.3% of respondents answered that the visual content reflected the negative aspects of society from the deterioration of the economic level, political corruption and low standard of living and high rates of poverty. This indicates that the social networking sites reflect the negative aspects of Egyptian society more than the positive aspects and what government accomplishes. The previous result agrees with the outcome of the study undertaken by the National Center for Social and Criminal Research, (2016)[55], which confirmed that 7.7% of youth believe that the spread of corruption, bribery, and favoritism is one of the most important problems in Egypt. Finally, 5.8% of youth believe that deviation and lack of security are the most acute problems.

The opinion of the sample of the study in what is addressed by social networking sites of political issues and topics:

- The nature of the role that social networking sites reflect on the Egyptian government efficacy:

Table (4)

Role	Frequency	Percent
Undermine the government	234	44.4
The role of government matches with reality	193	36.6
Glorifying the government	100	19.0
Total	527	100

The results of the above table show that 36.6% of the study sample marked social networking sites, confirming that they reflect the role of the government as it is in reality, compared with 63.4% who considered it to falsify the role of the government either positively or negatively. This result agreed with a study of Duaa Mahmoud, (2016)[56] pointed out that one of the main disadvantages of the news on social networking sites is distorting simplification, relying on anonymous information, and the lack of neutrality in the presentation.

- **The extent of exposure and satisfaction of the sample of the study on the visual contents that highlight the Egyptian government efficacy:**

The exposure of the sample of the study on the visual contents that highlight the Egyptian government efficacy:
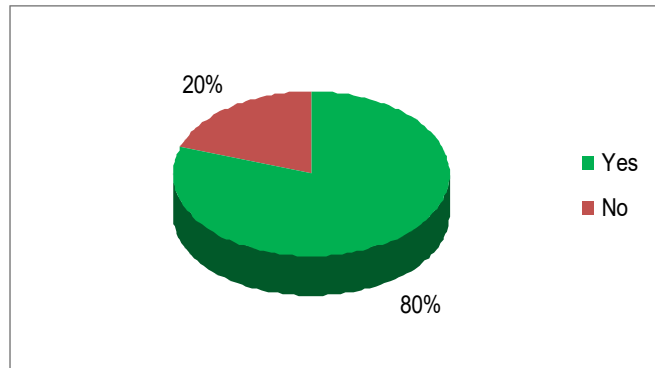
Figure (4)

It is clear from the data of the previous graph that 80% of the sample of the study has been exposed to visual content that highlights the roles of the Egyptian government, with 55.3% of this 80% confirmed that they are satisfied with those visual contents. On the other hand, 33.2% of the respondents indicated that they are not satisfied with the visual contents that address the roles of the Egyptian government. Moreover, 11.5% that they are somewhat satisfied with the Egyptian government's media treatments through visual contents.

Interactivity of the study sample with the visual content presented by social networking sites:

Interactivity of the sample of the study with the visual content, presented by the social networking sites, which highlight the roles of the Egyptian government:

All sample of the study confirmed their interactivity with the visual content that deal with and discuss the roles of the government because they have relevance to the lives of the citizens as well as to know about the roles and achievements of the government and to know the current situation that the country has reached. The sample confirmed

that the government has become responsible for everything related to the citizen from food, drink, education, health and others.

There is now no topic or issue that does not affect government performance, i.e political issues are not the only type of issue discussed over social networking sites. According to the study of David Westerman et al., (2014)[57], social networking sites have become an important source of information, having become of great importance to users of these sites especially in the risk times and crisis and thus the job of gatekeepers of information was fallen. The study also confirmed that information is becoming increasingly available in the hands of users rather than innovators and elites, as well as the study of Aditiet al., (2014)[58] which confirmed that there is a response from Twitter users on the private tweets that affecting their daily lives.

- **Reactions of the study sample after watching the visual content on the social networking sites that are highlighted the role of the Egyptian government:**

The results of the quantitative analysis showed that there was a variety and difference in the reactions of the sample of the study after watching the visual content on social media sites, highlighting the role of the Egyptian government where "liking visual contents" came first among the reactions of the study sample, with 32.1% of respondents displaying this attitude. These youth write comments and invite friends to see that visual content by 25%, and then post the video through other social networking sites, namely Instagram, WhatsApp, Twitter, or text message through Messenger, at a percentage of 22%. Finally, 11.5% of the reactions was by posting video on other groups and pages, and posting videos on the personal pages of the sample of the study showed by 9.4%.

In line with previous findings, (Magdalena Wojcieszak & Briar Smith, 2014)[59] confirmed that the uses of social networking sites have become for the purpose of exchanging political information in the first place because of the freedom granted by those sites and the lack of control over them, as well as the study of Andrea Ceron Luigi et al., (2014)[60]. This study confirmed that there is an increasing use of social networking sites to discover and track political news.

- **The extent of interactivity with the visual contents that discuss the role of the Egyptian government by commenting on it and the nature of those comments:**

77.3% of the sample of the study exposed to visual content that discusses the situation of the government that they are writing comments on this post. These comments express their opinions whether this opinion is opposed to what the visual content portrays, reached 55%. Comments that are in favor of the Egyptian government and supported it reached 32%, while the comments that criticized the Egyptian government consider its performance as insufficient for Egyptian society's current needs reached 18%, stressing that they write this comment according to what they see and the effects they experience through this visual content.

- **The nature of the visual content with which the sample of the study interact and which reflect the situation of society and address the role of the Egyptian government:**

The responses of the study sample varied on the visual content they interact with and came in the following order:

1. Posts that contain visual content, whether images or videos that reflect the reality of Egyptian society as it is without change or falsification, whether negative or positive.

2. Posts that reveal complaints and concerns of citizens and the real stories narrated by the Egyptian citizen himself.

3. The visual content posted by the official pages, which show the advantages and achievements of the government, as well as clarify the nature of rumors that spread in the community and address them. In this context, the study of (Kohei Watanabe, 2014)[61] pointed to the lack of influence by the Russian government on the Russian news agency in general. However, at times of crisis, there were interferences from the Russian government in the editorial policy of this agency, which led to a positive framing of 48% of the roles played by Russian leaders and officials in the news produced by the official news agency, effectively affecting the news produced by other news agencies.

4. The content that the members of the community use to pay tribute to the government's efforts, and spread the positive role of the government.

From the above we can draw an interactive scale:

Table (5)

Interactive level	Frequency	Percent	Mean	Std. Deviation
High	186	46.5	**2.4**	**0.62**
Moderate	161	40.3		
Low	53	13.2		
Total	**400**	**100**		

The results of the above table show the high rates of interactivity through social networking sites of the sample of the study towards visual content that discuss political and governmental performance issues. However, the results of the study of Noha Abdul Muti, (2017)[62] reflected the growing interest in political debate of the elite in

the new media, elucidated in the map of the Egyptian political scene, where social networks became the most important means of communication used by the Egyptian elite. This stems from their belief in their ability to affect change in the Egyptian political process. The study of Basma Ali Yahya, (2017)[63], confirmed the effectiveness of the new media on the behavior of the sample members, where social networking sites such as Facebook and Twitter ranked first and the general trend was positive interactivity.

Effects of visual content (images - videos) in social networking sites on the study sample:

The extent of discussion of the study sample of the political issues that follow through visual content with others:

The quantitative results indicate that there is an increase among the sample in terms of their discussion of topics and political issues dealt with by the visual content through the social networking sites, amounting to by 95% of the study sample. They are interested in discussing these topics with their relatives, compared to 5% who do not care about the discussion of these topics.

- **The nature of the impact of political visual content on the attitudes of the sample towards the effectiveness of the Egyptian government:**

- The impact of political visual content on the attitudes of the sample towards the effectiveness of the Egyptian government:
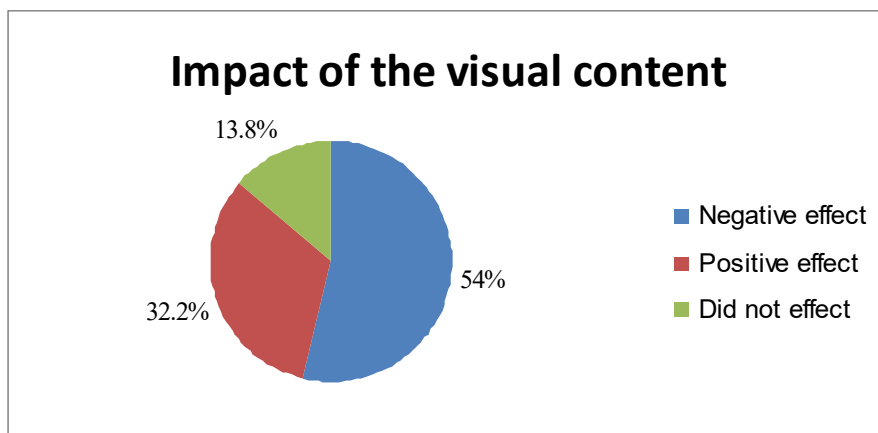
Figure (5)

The study conducted by Alcides Velasquez, (2014)[64] agreed with the previous finding that there are effects on the sample of the study as a result of exposure to visual content through social networking sites, thereby which confirming that the interactive participations between groups has an effective influence on the political behavior of youth. Furthermore, this conversation results in an impact on the interactivity of social networking sites on political participation. The study of Leticia Bode et al., (2014)[65] stressed that adolescents' exposure to social networking sites and campaigning for candidates not only affects their political participation but their interactivity with others and their exposure to information and discussion through social networking sites drives them to traditional political participation. The study also confirmed that social networking sites are one of the forms of new political participation in which adolescents engage publicly to express their political opinions. This is further exemplified by the study of Michael Xenon et al., (2014)[66].

The information acquired by the sample of the study after exposure to visual content that address the issues of the state and the role of the government:

Quantitative results revealed the measures of cognition, knowledge, admiration, preference[67], and specificity of the theory of hierarchical model, the results of which were as follows:

Table (6)

Level of cognition and knowledge	Frequency	Percentage	Mean	Std. Deviation
moderate	251	62.8		
High	96	24.0	2.2	0.61
Low	53	13.3		
Total	400	100		
Level of liking and preference	**Frequency**	**Percent**	**Mean**	**Std. Deviation**
Moderate	252	63.0		
High	94	23.5	2.1	0.60
Low	54	13.5		
Total	400	100		

It is clear from the results of the previous table that there were moderate effects on the study sample after exposure to visual content, indicating the presence of a number of other factors, other than simply exposure to social media sites, that play a role in affecting these individuals' perceptions. When examining the measure of perception and knowledge, we find that about 63% of the sample displayed awareness and intermediate knowledge of the role of the Egyptian government after exposure to these visuals. The phrase that showed that highest frequency was "the State works to inform the Egyptian people of the developments of the events accurately and objectively, so as not to harm national security." This phrase came at a mean of 2.39, followed by "the government educates the people about the importance of its role in the development of the country", which displayed a mean of 2.23.

As for the measure of admiration for the role of the Egyptian government in Egyptian society, we find that the admiration and preference for the sample of the study also displayed a middling score, wherein the phrase with the highest frequency was "I applaud the performance of the government in the rapid response to the demands of citizens." This phrase arrived at a mean of 2.36, followed by "The government is more interested and aware of the public health of the citizen and the government works to make medicinal products publicly available," which displayed a mean of 2.14.

In this context, the study of Casero-Ripollés, (2017)[68] pointed out that social networking sites show changes in the relationship between the media and political activity over the Internet, and encourage the emergence of social and protest movements, as well as their support for political activists.

Furthermore, the study of Emad Jaber, (2015)[69] shows that there is a relationship between the use of social networking sites and the formation of trends and knowledge about revolutions, while the study of Jihan Amin, (2014)[70] emphasized that there is a relationship between exposure to social networking sites and political awareness during a revolution. The study of Dalia Assem, (2014)[71] shows that nearly 94% of the sample study on Facebook contributed to shape their political orientation in the Arab spring period. The study of Nora Abdullah, (2014)[72] confirms that there is a correlation between university students' adoption and keenness to seek information about current issues and events through social networking sites and their understanding of these issues and current events. The study of Robillardet al., (2013)[73] found that there is a new area of use of social networking sites that appeared in health awareness and the dissemination of new ideas on health issues. The study also confirmed

that users of social networking sites discuss many topics where the topics discussed by the individuals are the ethical, economic, environmental, legal, and social issues.

Perception of the study sample of the effectiveness of the government:

The Egyptian government's success in managing issues relating to Egyptian daily life:

The details of the table here are found in the appendix.

Table (7)

| Effect level	Frequency	Percent	Mean	Std. Deviation
Moderate	253	63.2	**2.3**	**0.52**
High	135	33.8		
Low	12	3.0		
Total	**400**	**100**		

The previous table shows that the effect on the study sample was moderate on average, where the mean was 2.3. The sample of the study found that the actual role of the government was average, i.e., no matter whether the study subject had a positive or negative attitude towards the government; behavioral effects displayed by the study sample were moderate on average. 33.8% of the sample of the study found that the government has an impact and a positive role on society. The most important statements, which raised the value of the scale and the views of the sample of the study, were positive. This phrase "The rule of security and safety in the Egyptian street. I know people who benefit from a solidarity pension," with an average of 2.54-2.52, respectively. The studies of Moran, Christian (2014)[74], and DiGrazia J et al., (2014)[75] confirm that social networking sites are a better indicator of the measurement of change in political behavior

than traditional media, which many researchers have argued are shape political realities according to a particular agenda. The studies of Alex Afouxenidis, (2014)[76], and Nagwa Elgazzar, (2013)[77] emphasized the effective role played by social networking sites, especially Facebook, in creating a spirit of political change among young people. This agrees with the study of Hansen Cheryl, (2013)[78]. According to the study of Van Katharine, (2012)[79], social networking sites, especially Facebook, played a major role in the involvement of young people in political life during the Egyptian revolution. The study undertaken by Zeynep Tufekciand & Christopher Wilso, (2012)[80] also emphasized the active role played by social networking sites and Facebook, in particular, to mobilize the public to go to Tahrir Square to protest, leading to a change in the behavior of individuals. These results show a difference from the results of previous studies, which confirmed a lack of relationship between exposure to the Internet and the use of social networking sites and the political behavior of individuals.

The study of Leticia Bode and others, (2014)[81] agreed that exposure of adolescents to social networking sites and election campaigns of candidates not only affects their political participation, but their interactivity with others and exposure to information and discussions of other personalities on the elections through social networking sites, which also drives them to traditional political participation.

The view of the study sample in the perception of the government efficacy reflected by the visual content:

- The view of the sample in the perception of the government efficacy reflected by the visual content
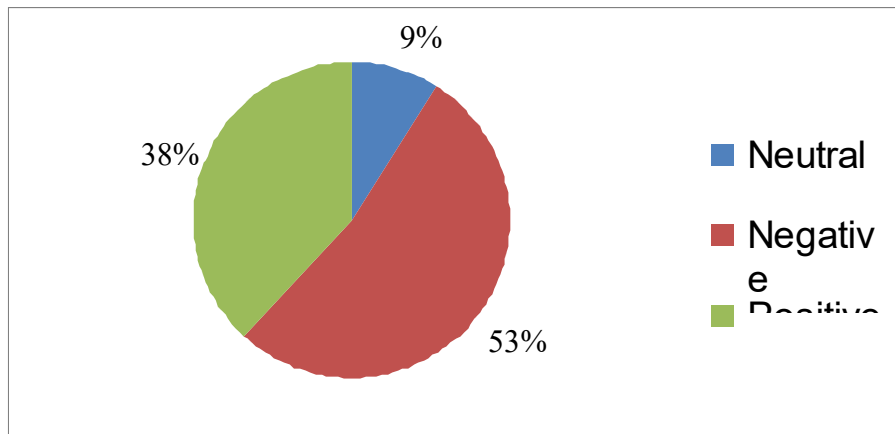
Figure (6)

In this context, the study undertaken by Leticia Bode, Emily K. Vraga, Porismita Borah and Dhavan V. Shah, (2016)[82] found that there was no internal and external consistency of the ministers' efforts, which failed to convince the public, led to the weakening of the image of the Chinese government during the specified period. In this way, the image of the reform of government bodies was ineffective. Consequently, there were significant differences between government and non-governmental media where the tone of government media coverage was more positive than non-governmental media, and that the content of the state media is more constrained by the government, the ruling party, and non-governmental media coverage is not just a trumpet of government.

- **Effectiveness of the Egyptian government as reflected by the opinion of the study sample (additional information found in the appendix):**

Table (8)

Effectiveness of the government	Frequency	Percent	Mean	Std. Deviation
Moderate	296	74.0	**2.1**	**0.49**
High	79	19.8		
Low	25	6.2		
Total	**400**	**100**		

The results of the scale revealed the mediation of the measure of government effectiveness. In a study carried out by Duaa al-Ghwabi last year, the results revealed a decrease in the arithmetical mean of the satisfaction index of the government performance, which reached a mean of 1.1 indicating youth sample dissatisfaction on services available in the country. It is also an important expression of the failure of the stakeholders in their turn to the fullest. In comparing the results, we find that there is an improvement in the perception of the Egyptian youth towards government performance.

Results of study hypothesis:

- The results display a statistically significant correlation between **the level of knowledge and the awareness** of the study sample for the role of the Egyptian government through exposure to visual content on social networking sites and their perception of the efficiency of the Egyptian government at a significant level (0.002). The coefficient correlation (0.586) the relationship is moderately strong.

- There was a statistically significant relationship between **the level of preference and liking** of the study sample for the role of the Egyptian government through the exposure of visual content on the social networking sites and their perception of the efficiency of the Egyptian government at a significant level (0.001). The coefficient correlation (0.530) the relationship is moderately strong.

- The correlation coefficient between **the impacts of** visual content the social networking sites and their perception of the effectiveness of the Egyptian government was statistically significant at (0.005). The correlation coefficient Pearson (0.140).

- There were statistically significant differences between **the exposed and non-exposed** to the visual content that reflect the role of the Egyptian government, and the extent of their **perception** of the effectiveness of the government at a significant level (0.001). The value of the t-TEST coefficient was 10.1 for the youth sample are exposed (2.3) versus (1.7) for non-exposed.

- There were statistically significant differences between **the exposed and non-exposed** to the visual content that reflect the role of the Egyptian government and the extent of their **remembrance** of the events and crises experienced by society at a significant level (0.0001). The value of t-TEST (6.9) of those exposed to visual materials with an average of (1.8) vs. (1.5) for non-exposed to those visual content**.**

- There was no relationship between **the interactivity** of the sample of the study with the visual content on social networking sites and **their perception** of the Egyptian government efficacy. At a significant level (0.557), which is greater than (0.05).

- There was a statistically significant relationship between **the interactivity** of the study sample with the visual content on the social networking sites and the effects of this content on **their attitudes** towards the government efficacy at a significant level (0.014), and the correlation coefficient Pearson (0.124) The relationship is positive but weak.

Conclusion

– We conclude from the above that the posts containing the visual content are the ones that attract the attention of the Egyptian youth the most, adding to their interest in the excessive follow-up of political news, especially those related to the government performance. There is a large interactivity of youth on visual contents that deal with issues of public opinion and deals with government performance by admiring or participating or writing comments, which usually express their views, whether this opinion is contrary to what is addressed by the visual contents or commensurate to it.

– The study found that 94% of the study sample is interested in following-up visual content (images - videos) that discusses the issues and political topics, and there is 63.4% reflected the lack of credibility and confidence of the exposure of visual content on social networking sites because it believes that the visuals reflect roles contrary to the role of government. In fact, the results of the study indicate that there is a promotion of what the visual content deal with through discussions with others that the reference to the adjectives on the publication indicates their conviction of this visual content and their impact on their ideas and attitudes towards the government. In addition, 74% of the sample of the study found that the effectiveness of the Egyptian government was moderate.

The results prove that there is an effect of exposure to visual content on remembering the current events as well as their perception of the effectiveness of the Egyptian government.

Appendices:

Appendix (1)

Statements		Accept		Neutral		Opposed		Mean
		F	P	F	P	F	P	
The State works to inform the Egyptian people of the developments of the events in a precise and objective manner, in a way that does not harm national security.	The stage of cognition and knowledge	225	56.3	104	26	71	17.7	2.39
I commend the government's performance in responding quickly to citizens' demands	Persuade, admiration and preference	242	60.5	59	14.75	99	24.75	2.36
The government is educating the public about the importance of its role in the development of the country	The stage of cognition and knowledge	192	48	106	26.5	102	25.5	2.23
There was an interest in the public health of the citizen and the government worked on the availability of medicines	Persuade, admiration and preference	179	44.8	125	31.2	96	24	2.14
The government has become aware of the situation in which the	Persuade, admiration and	122	30.4	185	46.3	93	23.3	2.07

Statements		Accept		Neutral		Opposed		Mean
		F	P	F	P	F	P	
Egyptian citizen lives	preference							
The government has a role in reducing the economic crisis	The stage of cognition and knowledge	137	34.3	127	31.7	136	34	2
The roles of the government have changed to become more concerned with the citizen	Persuade, admiration and preference	133	33.3	117	29.3	150	37.45	1.96
Leaders communicate positively and effectively with the media to solve problems	Persuade, admiration and preference	169	42.25	116	29	115	28.75	1.87
There is a synergy between religious institutions in educating and awakening youth about events and current events.	The stage of cognition and knowledge	117	29.35	104	26	179	44.7	1.85

Appendix (2)

Statements	Work		somehow		Not work		Mean
	F.	P.	F.	P.	F.	P.	
The spread of security and safety in the Egyptian street	237	59.2	143	35.8	20	5	2.54
I know people who benefit from a solidarity pension	247	61.8	114	28.5	39	9.7	2.52
I realized the government's efforts to curb price hikes	254	63.5	82	20.5	64	16	2.48
The State cares about young people	243	60.75	78	19.5	79	19.75	2.41
There are people who have already benefited from the treatment at the expense of the state	229	57.3	99	24.7	72	18	2.39
Gasoline and energy crisis	220	55	109	27.3	71	17.7	2.37
The Civil Service Act is a good law	186	46.5	117	29.3	97	24.3	2.22
The Egyptian media plays an effective role in educating the people politically	146	36.5	138	34.5	116	29	2.08
The government introduced new laws in favor of the Egyptian citizen	81	20.3	213	53.2	106	26.5	2.01
There is availability in the vehicles of the armed forces of goods to serve the citizens in the streets	113	28.25	181	45.25	106	26.5	1.98
The youth and sports centers are ready to receive visitors effectively	81	20.25	213	53.25	106	26.5	1.94
Amendments to the Rent Law in favor of the citizen	66	16.5	228	57	106	26.5	1.90
Cut subsidies on citizens from non-deserving is one of the right decisions	83	20.75	111	27.75	206	51.5	1.69

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