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Reality of Service Content Forms in Egyptian Digital Platforms: An Evaluative Study

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Abstract

The study aimed to identify the forms of service content provided in the Egyptian digital media platforms, as well as to know the most important technical forms that are presented, through a qualitative analysis of a deliberate sample of the entire specialized sites in services (Cairo 360 site – 5khtawat site), and general sites specializing a part Including the services (Masrawy website - Dostor), pages on social media (the best places for recreation and exit in Egypt - cooking club - online medical consultation) and finally pages on social media applications (Vezeeta - Waffarha), during the time period from August one to one September, using Media Richness Theory. The study also sought to evaluate the reality of service content in Egypt by conducting 27 interviews with communicators within the various platforms and sites.

The results of the study showed the diversity of the ways in which service content is presented in various digital platforms using modern forms of services, whether the method of presenting the topic through numbers, how, or by presenting previous experiences, or by learning a new skill and finally choosing the best. As for the results of the communicators, they showed There are a number of obstacles facing the spread of service content in Egypt, the most important of which are the limited material and thus human capabilities of some institutions, the provision of service content in a traditional way, as well as the nature of service content that is not characterized by timeliness.

Keywords: Service Journalism - Digital Platforms - Media Richness Theory - Qualitative Analysis- Communicator- Evaluative study.