

**Abstracts of Arabic Researches:**

- *Associate Prof. Dr. Ala'a Bakur Alshaikh - King Abdulaziz University*  
*Bdour A Alghamdi - King Abdulaziz University*  
**The Role of Digital Public Relations on Twitter in Convincing Citizens to  
 Subscribe to the Saudi Aramco IPO** 7
- *Associate Prof. Dr. Labiba Abdel Naby Ibrahim - Helwan university*  
**The Digital Populism of Italian Politician "Matteo Salvini":  
 Virtual Ethnographic Study** 9
- *Associate Prof. Dr. Tarek Mohamed Elseedy - Menofia University*  
**Recent Trends in Digital Learning Systems Research and their Effectiveness in  
 Education for Media Majors: A Comparative Analytical Study** 10
- *Associate Prof. Dr. Azza Galal Abdallah Hussein - Umm Al-Qura University*  
*Ghada Khalid Allahyani - Umm Al-Qura University*  
**Augmented Reality Advertisements on Social Networking Sites and its Role in  
 Building Awareness of the Brand among Saudi Consumers:  
 YouTube as Model** 12
- *Dr. Osama Abd Elhameed Mohamed - Kafer El Sheikh University*  
**Determinants of Online Reviews Credibility and Its Relationship with  
 Consumers' Purchase Intention: A Quasi-Experimental Study** 13
- *Dr. Hebatalla Saleh Elsayed Saleh - Helwan University*  
**The Relationship Between Smart Phone Applications and Quality of Life of  
 the Elderly** 14
- *Dr. Menna Allah Kamal Moussa Diab - Beni Suef University*  
**The "MuKbang" Phenomenon via Social Media Platforms and its Effects on  
 Egypt's Food Consumption Culture: Netnographic analysis in light  
 of the Compensatory use Model of the Internet** 15
- *Dr. Ramadan Ibrahim Mohamed Khalil - Al-Azhar University*  
**The Impact of Websites and Social Networks in Achieving the Dimensions of  
 Digital Marketing in Egyptian Institutions: An analytical Study on a Sample  
 Of Productive Organizations** 16





**Founder & Chairman**

**Dr. Hatem Moh'd Atef**

EPRA Chairman

**Editor in Chief**

**Prof. Dr. Aly Agwa**

Professor of Public Relations & former Dean of Faculty  
of Mass Communication - Cairo University  
Head of the Scientific Committee of EPRA

**Editorial Manager**

**Prof. Dr. Mohamed Moawad**

Media Professor at Ain Shams University & former Dean of  
Faculty of Mass Communication - Sinai University  
Head of the Consulting Committee of EPRA

**Editorial Assistants**

**Prof. Dr. Rizk Abd Elmoaty**

Professor of Public Relations  
Misr International University

**Prof. Dr. Mohamed Alamry** (Iraq)

Professor & Head of Public Relations Dep.  
Mass Communication Faculty  
Baghdad University

**Dr. Thouraya Snoussi** (Tunisia)

Associate professor of Mass Communication &  
Coordinator College of Communication  
University of Sharjah (UAE)

**Dr. Fouad Ali Saddam** (Yemen)

Associate Professor & Head Dep. of Public Relations  
Faculty of Mass Communication  
Yarmouk University (Jordan)

**Dr. Nasr Elden Othman** (Sudan)

Assistant Professor of Public Relations  
Faculty of Mass Communication & Humanities Sciences  
Ajman University (UAE)

**Public Relations Manager**

**Alsaeid Salm**

**Arabic Reviewers**

**Ali Elmehy**

**Sayid Sherif**

**Address**

**Egyptian Public Relations Association**

Arab Republic of Egypt

Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghpy Street

**Publications: Al Arabia Public Relations Agency**

Arab Republic of Egypt

Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel: +2237620818

www.jprrepra.org.eg

Email: jprrepra.org.eg - ceo@apr.agency

**Advisory Board \*\***

**JPRR.ME**

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Thomas A. Bauer** (Austria)

Professor of Mass Communication at the University of Vienna

**Prof. Dr. Yas Elbaiaty** (Iraq)

Professor of Journalism at the University of Baghdad, Vice Dean of the Faculty of Media and Information  
and Humanities, Ajman University of Science

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication –  
Sinai University

**Prof. Dr. Abd Elrahman El Aned** (KSA)

Professor of Media and Public Relations, Mass Communication Faculty - Imam Muhammad Bin Saud  
Islamic University

**Prof. Dr. Mahmoud Yousef** (Egypt)

Professor of Public Relations - Faculty of Mass Communication, Cairo University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Gamal Abdel-Hai Al-Najjar** (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

**Prof. Dr. Sherif Darwesh Allaban** (Egypt)

Professor of printing press & Vice- Dean for Community Service at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts –  
King Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna – Libya

**Prof. Dr. Waled Fathalha Barakat** (Egypt)

Professor of Radio & Television and Vice- Dean for Student Affairs at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Tahseen Mansour** (Jordan)

Professor of Public Relations & Dean the Faculty of Mass Communication,  
Yarmouk University

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Redouane BoudJema**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Hisham Mohammed Zakariya**, (Sudan)

Professor and Dean of the College of Communication at Al Qasimia University in Sharjah,  
Former Dean of the Faculty of Community Development at the University of the Nile Valley, Sudan.

**Prof. Dr. Abdul Malek Radman Al-Danani**, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

\*\* Names are arranged according to the date of obtaining the degree of a university professor.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication ,after peer refereeing these papers by a number of Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- It is the first arbitratve scientific journal with this field of specialization on the Arab world and the Middle East. Also, the first Arab scientific journal in the specialty of (media) which obtained the Arab Impact Factor with a factor of 2.12 in the year of 2022G report of the American Foundation NSP "Natural Sciences Publishing" Sponsored by the Arab Universities Union.
- The Journal has Impact Factor Value of 1.569 based on International Citation Report (ICR) for the year 2021-2022.
- The Journal has an Arcif Impact Factor for the year 2022 = 0.5833 category (Q1).
- The Journal has an impact factor of the Supreme Council of Universities in Egypt for the year 2022 = 7.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one-page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic in Arabic Papers, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.

- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.
- The author should send an electronic copy of his manuscript by Email written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during one week after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 15 days.
- The publication fees of the manuscript for the Egyptians are: 3800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$. with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1900 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 70 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 20 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Public Relations Association. One copy of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- One copy of the journal is sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Public Relations Association.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al-Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

## **Address:**

Al Arabia Public Relations Agency,  
Arab Republic of Egypt, Menofia, Shibn El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.  
Postal Code: 32111 - P.O Box: 66

And also, to the Journal email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [ceo@apr.agency](mailto:ceo@apr.agency), after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt  
Deposit Number: 24380 /2019

To request such permission or for further enquires, please contact:

#### **APRA Publications**

Al Arabia Public Relations Agency

Arab Republic of Egypt,  
Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.  
Postal Code: 32111 - P.O Box: 66  
Or

Egyptian Public Relations Association

Arab Republic of Egypt,  
Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

ceo@apr.agencyEmail: - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



## **The Digital Populism of Italian Politician "Matteo Salvini": Virtual Ethnographic Study**

***Dr. Labiba Abdel Naby Ibrahim***

[labibaibrahim51@gmail.com](mailto:labibaibrahim51@gmail.com)

*Associate Professor of Public Relations & Advertising,  
College of Arts,  
Helwan university*

### **Abstract**

The study aims to explore the communication strategies in the populist discourse of the Italian leader Matteo Salvini' via his official Facebook page; in order to win the users' attitudes towards some crises; as illegal immigrants, foreigners, unemployment and Muslims in Italy. On the other hand, the study results showed the varieties of the populist issues of the Italian leader by obtaining the users reactions, where the crisis of the irregular migrants came in as the most crisis that took over Salvini's populist discourses on his page, and many users interacted with the crisis, it showed a negative trend towards immigrants and foreigners. The communication strategies of digital populism varied through his page, such as (people-centrism, anti-elite and anti-others).

**Keywords:** Populism, Digital Populism, Political Communication, Social Networking Sites, Political Parties, Right-Wing Populist Parties, Populist Communication Strategies.