

# The Effectiveness of Government Communication in Qatar and Its Impact on Public Satisfaction

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## Abstract

*This study aimed to evaluate the effectiveness of government communication in the State of Qatar from the public's perspective by exploring citizens' and residents' level of interaction with and satisfaction regarding the content and communication channels used by government entities on social media platforms. The study adopted a quantitative approach, collecting data from a simple random sample of 311 individuals using an electronic questionnaire that included measures to assess the characteristics of communication content and channels and the public's satisfaction level. The study found a moderate level of overall public satisfaction with current government communication, with variations in the evaluation of some aspects, such as the extent to which content focuses on public interests and the level of availability of interactive tools. The results also revealed a statistically significant positive effect of several characteristics of communication content (such as topic importance, visual appeal, and encouragement of interaction) and communication channel characteristics (such as meeting information needs, engagement, and platform diversity) on public satisfaction. These findings enrich scientific knowledge about this effectiveness's determinants and provide practical insights for improving its practices to serve the public interest.*

**Keywords:** *Government Communication, Public Satisfaction, Content, Communication Channels, Qatar.*

## Introduction

Communication between governments and the public is fundamental in achieving transparency and gaining citizens' trust. Social media has become a primary platform through which information is exchanged, and interactions between government entities and the public occur instantly and directly (Al-Saqqa, 2018). In Qatar, many ministries and government agencies have adopted various social media platforms as official channels to communicate with citizens and residents, providing them with information and services. Platforms such as Twitter, Instagram, and Facebook are the most commonly used by these entities.

However, government communication still faces many challenges regarding targeting and addressing the public appropriately and motivating their participation and engagement with the presented content. Moreover, most previous studies have primarily focused on analysing government communication content from the government entities' perspective, with a scarcity of research examining the effectiveness of this content and the extent of public engagement with it (The Peninsula, 2022). The importance of this study lies in filling this research gap by adopting an interactive content analysis methodology that assesses the level of public interaction and participation with government communication on social media platforms. The problem of the study stems from challenges facing the effectiveness of government communication from the public's perspective, where the messages do not adequately meet the audience's needs, and there is a lack of clarity in understanding the factors that contribute to public engagement with government content.

### 1.1 Problem Statement

The main problem of this research lies in the clear deficiency in the effectiveness of government communication in achieving the desired public engagement in Qatar. This main problem branches into several more specific aspects:

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First: The inadequacy of communication content in meeting the needs and interests of the public: There is a significant gap between the content produced and disseminated by various government entities and the interests and expectations of the target audience, including citizens and residents (The Peninsula, 2022). The content often focuses on government achievements, data, and statistics. At the same time, the public seeks deeper, more interactive content that is closer to their needs, leading to a decreased level of interest and engagement with this content.

Second: The excessive reliance on formal language in government communication: Despite the diverse nationalities residing in Qatar, Modern Standard Arabic remains the dominant and primary language used in government communication on social media and other platforms. This limits the ability of large segments of non-Arabic-speaking residents to understand these messages and engage positively with them fully.

Third: Government entities focus on one-way information dissemination: Most government entities prioritise broadcasting and disseminating awareness and guidance content to the public through various social media channels. However, they lack a strategy for encouraging interactivity through dialogue mechanisms (The Peninsula, 2022).

## Research Objectives

The main objective of this study is to evaluate the effectiveness of government communication in achieving public engagement and its suitability for meeting the needs and expectations of citizens and residents in Qatar. The study will primarily aim to diagnose the current state of government communication across various social media platforms, identify shortcomings and gaps in meeting public needs, and motivate them to participate and engage. It will also attempt to provide recommendations and proposed solutions to develop government communication mechanisms and content to achieve the desired goals. From this main objective, the following sub-objectives arise:

Analyzing the content of communication published through the official social media accounts of several key government entities to identify its topics, trends, and its appropriateness for public needs.

Surveying a representative sample of the public in Qatar to gauge their level of satisfaction with the government communication content and their level of engagement with it.

Identifying the patterns and motivations of public engagement with government content based on audience responses (e.g., sharing, liking, commenting).

Formulating practical recommendations to develop government communication that ensures increased public engagement and participation with the presented content.

### *Research Questions*

The study's central question is: How effective is the current government communication in achieving public engagement and responding to their informational and communicational needs in Qatar? This central question is tied to the study's main objective, which is to evaluate the effectiveness of government communication in engaging with the public. From this main question, the following sub-questions arise:

What are the content and trends of current government communication, and how well do they align with the public's interests?

What is the level of public satisfaction with the communication content currently provided by government entities?

What are the patterns of public engagement with the communication content, and what are the motivations behind it?

What recommendations can be proposed for developing government communication content and mechanisms to increase their effectiveness in achieving public engagement?

### *Research Significance*

The importance of this study lies in its examination of a vital and significant topic: the effectiveness of communication between the government and the public in Qatar. The success of any government entity in fulfilling its mission and providing services largely depends on its ability to convey information and communicate effectively with various segments of society. The significance of this research is heightened by the widespread use of social media platforms and the adoption of these platforms by most government entities as primary channels for communicating with the public. However, the effectiveness of these channels remains below the desired level in achieving the intended goals. Therefore, this study is important for highlighting the current state of social media use in government communication in Qatar, assessing its success in engaging with citizens and residents, and identifying shortcomings to make recommendations for improvement.

Additionally, the study's importance is underscored by its focus on the public's perspective as recipients of government communication content, rather than the perspective of government entities as message senders. It will help bridge the knowledge and research gap related to the effectiveness of government communication in engaging with the public in Qatari society. The study aims to provide practical frameworks and models that can be applied in evaluating and developing government communication processes through new media. The results of this study are expected to benefit researchers and academics in the fields of media, communication, and information technology, as it addresses a contemporary topic that has not been sufficiently explored in scientific research. Consequently, this study is anticipated to add value and benefit at both academic and practical levels and contribute to closing the knowledge gap on government communication effectiveness with the public in Qatari society.

## **Literature Review**

### *Government Communication*

Government communication is a set of activities and processes by government institutions and agencies to disseminate information and interact with various segments of society (Hartati, 2014). It includes all forms of official communication issued by governments directed towards citizens and community members, whether one-way communications such as announcements and awareness campaigns or two-way communications involving interactive elements (Ayyash & Radwan, 2019). Government communication also encompasses all channels and means government institutions use to disseminate these communications and engage with the public, whether traditional media like radio, television, and newspapers or modern digital media such as social media platforms and mobile applications (Hansson, 2017).

The pillars of effective government communication include targeting the appropriate audience and aligning the content with their needs, selecting suitable dissemination methods that match the nature of the content, crafting the content in a simplified and easy-to-understand language, diversifying content formats between texts, images, videos, and infographics, encouraging dialogue and interaction with the public, and measuring performance indicators to track audience reach and engagement levels (Hansson, 2017). Government communication aims to achieve several goals, including enhancing transparency, raising awareness about government policies and decisions, facilitating and simplifying government services and procedures for citizens, gaining the community's trust through direct communication and transparency, encouraging community participation in decision-making, and raising awareness about specific issues and developments (Pasquier, 2012).

Despite the crucial role governments play as communicators to community members, the success of any government communication strategy largely depends on how recipients engage with and participate in the content (Ayyash & Radwan, 2019). Therefore, adopting an interactive perspective that focuses on the audience as the end recipient and beneficiary of government communication services is critical in the

success of communication strategies and policies, enhancing their performance to achieve the desired goals effectively.

### *Importance of Government Communication*

Government communication is of significant importance both for governments and for members of society, as it helps strengthen the relationship between the two parties and provides various benefits to each (Hartati, 2014). Effective communication increases awareness of government policies, projects, and development plans for governments, leading to a deeper understanding of the government's role and activities among citizens. It also enhances transparency and reduces rumors about government decisions, as information is made publicly available (Hansson, 2017). On the other hand, effective communication provides channels for receiving feedback and opinions from community members on various issues, which contributes to developing services and public policies in line with their expectations (Ayyash & Radwan, 2019). Additionally, it helps build strong relationships and social capital between state institutions and citizens based on mutual trust.

Effective communication channels with official entities enable citizens and community members to easily access relevant information of interest without having to search for it. It also provides an opportunity to participate in decision-making by expressing their opinions and suggestions on public issues and policies (Canel & Sanders, 2016). Furthermore, effective government communication increases overall satisfaction with the services provided and improves government performance indicators in the eyes of citizens by demonstrating efforts to meet their expectations and needs.

Moreover, enhancing communication channels with citizens reduces the cost of providing government services. For example, offering many services online saves time and effort for both parties compared to paper-based procedures or in-person visits. Therefore, all these reasons highlight the importance of effective communication in achieving government objectives and serving the public good efficiently (Hartati, 2014).

### *Modern Trends in Government Communication*

Several modern trends have emerged that have transformed the nature and tools of government communication to align with contemporary requirements. Notable among these trends are the concepts of e-government and open government, along with the increasing reliance on social media platforms as primary channels for interacting with citizens. Below is a detailed presentation of these modern trends and their significant impact on government communication and the development of its mechanisms.

#### *E-Government*

E-government is defined as government bodies' use of information and communication technologies to improve the efficiency of service delivery and information exchange with users (Pasquier, 2012). E-government relies on employing modern digital technologies in managing various state affairs, including providing public services, managing information, and making and implementing decisions. It represents a qualitative leap from traditional methods of government performance (Johansson & Raunio, 2019).

E-government is closely linked to government communication, as it provides the infrastructure and technology necessary to develop modern and effective electronic communication channels with various segments of society (Hansson, 2017). Examples of e-government applications that enhance government communication and user interaction include:

**Government Portals:** Providing citizens easy access to services and information through a unified electronic platform.

**Smart Services:** These include mobile applications for requesting and issuing official documents and making payments electronically.

Information Management Systems: Connecting various government departments in an integrated database, facilitating data exchange and utilisation.

Electronic Payment: Using portals like Sadad or mobile phones saves time and effort.

E-government tools such as official emails, social media platforms, and online discussion forums enhance communication with the public, providing citizens with opportunities to ask questions, provide feedback, and participate in public discussions about various government policies and initiatives (AlKubaisi et al., 2022).

It is worth noting that Qatar has made significant strides towards adopting e-government concepts in recent years through the launch of several initiatives aimed at digitising government services and integrating modern technologies into government performance to enhance user experience and improve transaction speed and quality. This has expanded the scope of government communication channels and enhanced public engagement with various government entities through electronic channels with ease (AlKubaisi et al., 2022).

### *Open Government*

Open government refers to a modern governance model based on transparency, community participation, openness, and responsiveness to citizens' needs. It involves the government committing to open communication channels with the public and fully disclosing data and information, except for matters related to national security, while involving citizens in decision-making and policy development that affects their lives (Ayyash & Radwan, 2019). Open government is closely related to government communication, as it provides the general framework and conducive environment for exchanging information and interacting between state institutions and citizens with transparency and ease. Key components of open government include open data, public participation, and transparency.

For instance, open data published by ministries and government agencies allows the public to access a wealth of information related to government policies and programs and evaluate them, thereby supporting accountability and combating corruption (Hartati, 2014). Social media platforms provide opportunities for community discussions and allow all parties to participate in shaping decisions that affect their interests. Additionally, under the open government concept, governments commit to publishing periodic reports on budgets, government procurement, and performance indicators to ensure transparency and enable public oversight.

It is worth noting that Qatar has embraced this global trend towards openness and transparency by launching several initiatives in recent years, including the "Accountability" app, which allows citizens and residents to submit suggestions and feedback on government services, as well as publishing a variety of open data on various state sector indicators and statistics (Hukoomi, 2020). This openness undoubtedly positively impacts enhancing community trust and engagement with official entities, as information is transparently available, and channels for expressing opinions, suggestions, and contributing to decisions of importance are provided (AlKubaisi et al., 2022).

### *Government Communication through Social Media Platforms*

The emergence of social media has revolutionised the world of communication. Whereas traditional media once dominated, individuals can now easily create their own media platforms and reach a broad, global audience. Despite its recent advent, social media platforms have become one of the most significant means of communication and information exchange for individuals and institutions.

In the realm of government work, social media has become one of the primary channels used by governments and official bodies to communicate directly with the public, disseminate information, and provide services effectively and efficiently (Ayyash & Radwan, 2019). Below is a detailed analysis of the main applications and advantages of social media in government work, how these modern platforms are



used to enhance communication with service users and beneficiaries, and some challenges governments face in relying on social media.

### *Types of Platforms Used*

The platforms and applications used by governments and official entities to communicate with the public through social media are diverse, with the most prominent and widespread ones including:

- **Twitter (X):** The social media site Twitter, now known as X, allows for sending short tweets, posting breaking news, and communicating with the public quickly and directly. Most ministries and official institutions now have verified accounts on Twitter, where they publish updates, decisions, and official instructions. Twitter is currently one of the most effective platforms for political communication and interaction between governments, citizens, political elites, media, and public opinion leaders. Its significance as a platform for political discussion and debate is due to several characteristics, including the rapid spread of content, the ability to directly address leaders and government officials, and the interactive nature of discussions on various issues (Haman, 2020). Additionally, Twitter can mobilise public opinion on certain policies or developments. Thus, it is natural that most governments and official institutions have adopted Twitter as a primary and permanent channel for disseminating news and important decisions and engaging with the public. Twitter also provides an ideal platform for launching awareness campaigns or announcing government events and initiatives due to its feature of rapid information dissemination through hashtags (Scott, 2017). Furthermore, the platform allows officials to directly engage with criticism directed at decisions or government performance, reflecting a degree of openness and contributing to building trust between leaders and the public. Despite some drawbacks, such as spreading rumours or hate speech, Twitter's role in advancing the political dialogue and enabling public participation through modern media is undeniable (Devlin et al., 2020).

**Image and Video Sites:** Social media platforms based on images and videos, such as YouTube and Instagram, are highly popular, especially among younger demographics. Many governments have effectively utilised these platforms by posting educational or instructional videos in an engaging and simplified manner.

**Facebook:** The social media site Facebook still maintains its status as the most popular global social media platform. Many governments benefit from its interactive features to launch awareness campaigns and receive citizens' inquiries and complaints through their official pages (Yusifov & Alhuliyev, 2018).

Recently, some less common but effective platforms in government communication have emerged, such as Snapchat, which relies on sharing images and short videos that disappear after 24 hours, capturing public attention and drawing focus to government campaigns and events. Additionally, apps like Telegram and WhatsApp are becoming important as direct and fast communication channels for some government services. Overall, social media platforms offer a unique opportunity for governments to engage in direct, interactive communication with millions of citizens and residents, delivering messages quickly and cheaply.

### *Audience Interaction with Media Content*

Audience interaction with media content provided by various institutions is one of the most prominent indicators of the success of communication and marketing strategies. Interaction refers to how recipients respond to media messages through participation, commenting, liking, or other forms of engagement across electronic channels. The motivations for interaction vary among audience segments based on their interests and informational or psychological needs (Yusifov & Alhuliyev, 2018). For example, some may engage with specific content to share and discuss it with others, while others may do so for entertainment or to discover new information. The degree of audience interaction with media content depends on several factors, including the level of interest in the topic, the attractiveness of the content presentation, the appeal of the media used, and the ease of interaction tools available on the platform or media channel.

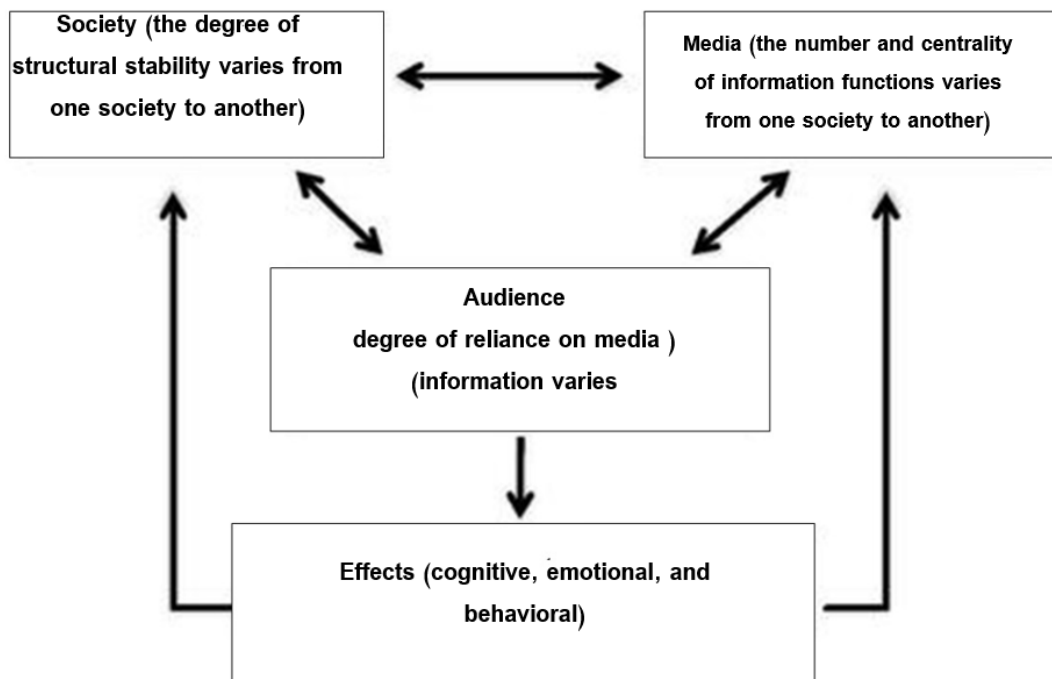
It is important to analyse audience interactions with media content using quantitative and qualitative indicators, as they provide valuable insights into the interests and needs of target groups and their level of

engagement and response to the messages directed at them (Ayyash & Radwan, 2019). Common indicators in this regard include the number of content views, the level of user interaction, and the quality of comments and mentions. These indicators are essential for evaluating media performance effectiveness and continuously developing strategies to maximise audience engagement, which is the ultimate goal of any media effort (Pasquier, 2012).

#### *Theories and Models of Audience Interaction with Digital Content*

Over the past two decades, several theories and models have emerged that attempt to explain and analyse how audiences interact with digital content flowing through internet platforms and social media (Pasquier, 2012). Among these theories are the Media Dependency Model, the Cognitive Gap Model, the Agenda-Setting Theory, and the Cognitive Processing Theory. Another relevant model is the Uses and Gratifications Model.

**Media Dependency Model:** The Media Dependency Theory posits that individuals in the audience tend to rely heavily on various media to meet their information and entertainment needs and to form opinions on different issues. This significant reliance makes them more susceptible to being influenced by the content provided by these media. The theory also suggests that the greater the reliance on a particular media, the more exposure individuals have to it, and the more they are affected by its content and messages.

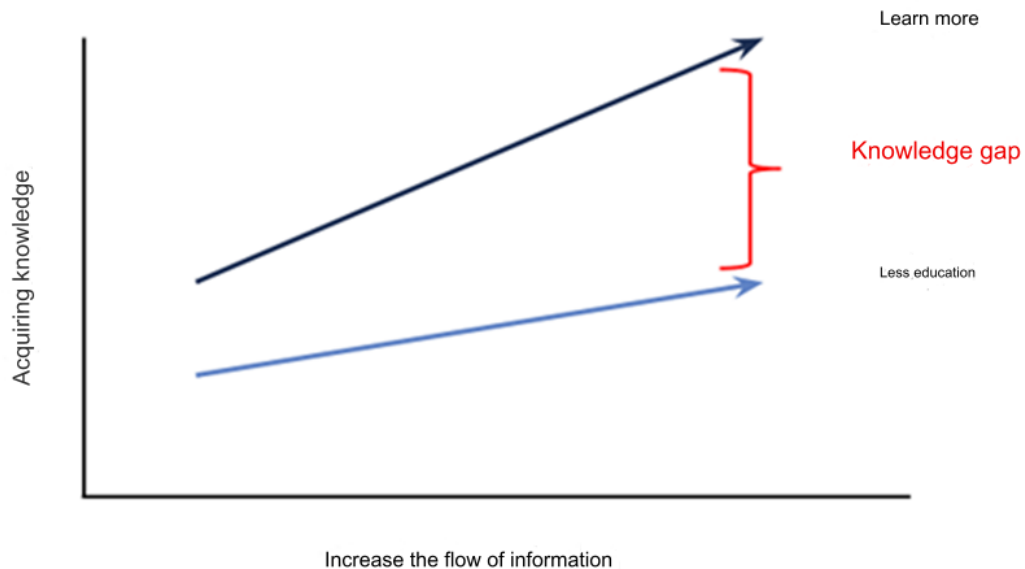


**Figure 1. Media Dependency Model**

The Media Dependency Theory can be useful in this study by highlighting the extent to which the public in Qatar relies on social media platforms as a primary source of information and interaction and, consequently, how much they are influenced by and interact with the communication content issued by the government and official institutions through these channels. This theory also helps explain audience

responses and the degree of interaction with government communication content from a sound theoretical perspective (Pavlik, 2009).

*Knowledge Gap Theory:* The Theory assumes that people have a natural and pressing drive to close gaps in their knowledge about issues they find important or relevant. This drive leads them to seek more information regarding these knowledge gaps. This explains the increased interest and motivation towards engaging with media content that can help bridge these knowledge gaps and satisfy their needs.



**Figure 2. Knowledge Gap Model**

The theory also suggests that individuals with larger knowledge gaps on an issue will need exposure to media content related to that issue to fill those gaps. The Knowledge Gap Theory can benefit academic research in several ways:

It helps understand the motivation behind why the public seeks information about policies and governmental issues that concern them.

It clarifies why the audience interacts with government communication content that addresses their knowledge gaps regarding those issues.

It allows the study of the relationship between the public's interest in an issue and their level of interaction with related content.

It aids in explaining audience motivations and behaviours in interacting with government communication content from a theoretical perspective.

Thus, the Knowledge Gap Theory provides a useful theoretical framework for studying and analysing audience interaction with digital government communication content (Alamina et al., 2018).

*Agenda Setting Theory:* The Agenda Setting Theory refers to the media's ability to influence the prominence and priority of certain issues and topics on the public agenda. By focusing on some issues intensely and prominently, the media directs the public's attention to these issues and gives them a significant status deserving more attention and discussion by the public. This affects the public's perceptions of which issues are relatively more important than others.



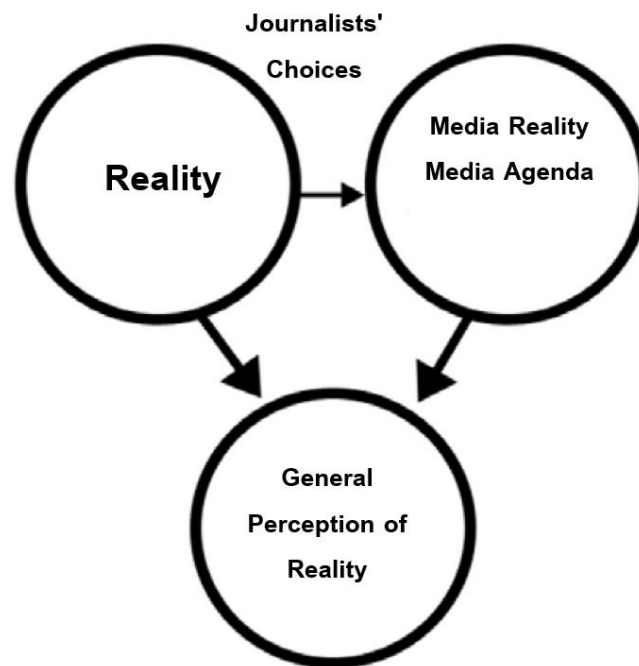


Figure 3. Agenda Setting Theory

The theory can be utilized by:

Understanding why the public focuses more on certain issues raised by government entities than others.

Explaining the impact of government channels in directing the public's attention and focus towards specific policies and topics.

Studying the relationship between the intensity and prominence of an issue in government communication and the level of public interest and interaction with it.

This theory emphasizes the media's ability to determine which issues are important for the public to consider and discuss. This leads to increased interest and interaction with media content related to those priority issues (McCombs & Valenzuela, 2007).

Additionally, the Cognitive Processing Theory posits that the audience processes media content according to their characteristics and interests, with their level of interaction being determined by whether the content meets their cognitive needs (Flower & Hayes, 2004). Another related model is the Uses and Gratifications Model, which describes how individuals use media to fulfil their needs and achieve specific goals, thus increasing their interest and interaction with media content related to those goals (Ferris et al., 2021).

#### *Understanding Audience Engagement with Digital Media Content*

Such theories and models help in understanding the factors that drive audience interaction with digital media content, providing valuable insights that can be used to develop more effective communication strategies capable of achieving the desired impact and engagement from target audiences (Johansson & Raunio, 2019). The mentioned theories and models of audience interaction with digital content can enhance this research on evaluating the effectiveness of government communication in achieving audience engagement in Qatar, from several aspects:

**Understanding Audience Interaction:** These theories help explain the underlying reasons for why individuals engage or do not engage with communication content from government entities via social media platforms.

**Evaluation Criteria:** They provide criteria and indicators for assessing the level of interaction and feedback regarding government communication content.

**Survey Design:** These theories can guide the development of the study tool (survey) used to gauge public opinions on their interaction with government communication, considering the factors influencing it.

**Data Analysis:** Data analysis results will confirm or refute theoretical assumptions about the motives and mechanisms of audience interaction with digital content in general.

Thus, these theories enrich the study's theoretical framework and support methodological approaches in data collection and analysis, ensuring credible results regarding the effectiveness of government communication in engaging the public in Qatar.

### Study Model

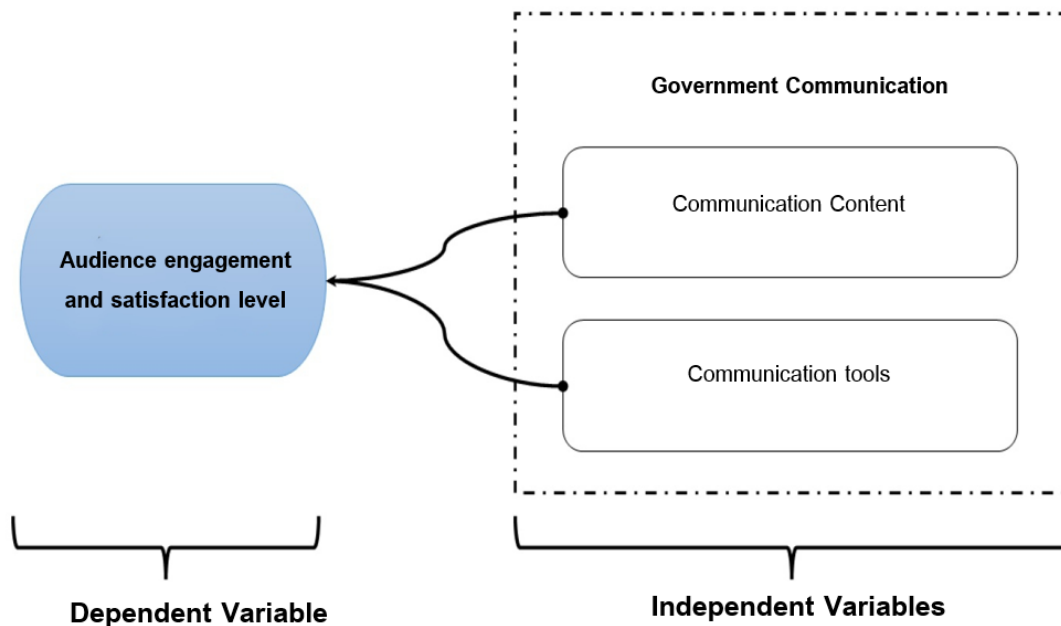


Figure 4. Study Model and Variables

The proposed model illustrates the relationship between government communication content and channels as independent variables, and audience engagement levels as dependent variables, with two mediating variables: interest in government communication topics and satisfaction with communication content. The model assumes that the characteristics of communication content—such as the topics covered, how they are framed, and the diversity of presentation methods—along with the characteristics of publishing channels—such as accessibility and support for interactivity—directly affect the level of audience interest and satisfaction with government communication content.

The model also assumes that interest in government communication topics and satisfaction with the provided content are key factors influencing the level of audience interaction with that content, as indicated by metrics such as participation rates, likes, comments, and shares of government communication messages. Based on this model, the following hypotheses can be formulated:

Hypothesis 1: There is a statistically significant effect of the characteristics of government communication content on the level of audience interaction and satisfaction with this content.

Hypothesis 2: There is a statistically significant effect of the characteristics of government communication channels on the level of audience interaction and satisfaction with the channels used.

These hypotheses are directly related to the study's main objectives, which are to analyze and measure the effectiveness of government communication in achieving audience engagement, as well as to the sub-objectives related to studying government communication content and channels and their relationship with audience engagement indicators. They also address the study's questions about how content and channel characteristics affect audience interest, satisfaction, and interaction levels. Thus, this model and its associated hypotheses provide a coherent and comprehensive framework for understanding and interpreting the factors affecting the effectiveness of government communication in engaging the audience, supported by theoretical foundations based on causal relationships among the main study variables.

## Methodology

### *Research Design*

The research employs a quantitative approach through a field study using a survey method to collect data necessary to answer the study questions and test the hypotheses. The study focuses on evaluating the effectiveness of government communication in engaging the public in Qatar by measuring the level of audience interaction with communication content provided through official channels of several government entities on social media platforms and examining the relationship between the characteristics of this content and channels and audience engagement indicators.

The study tool consists of a survey with various sections covering the main research variables in addition to demographic data. The survey was distributed electronically via SurveyMonkey to a random sample of Qatari social media users. After data collection, responses were coded and analysed using appropriate statistical methods through SPSS, starting with descriptive statistics to present the characteristics and responses of the sample, followed by regression analysis, correlation, and hypothesis testing to address the research questions.

### *Study Population and Sample*

The research population includes all citizens and residents of Qatar who use social media platforms and follow official accounts of government entities on these platforms (Arabic speakers only). To select a representative sample of this population, simple random sampling was used according to the well-known formula by Krejcie and Morgan, which is followed by all information and survey collection platforms worldwide (SurveyMonkey, 2024) to determine the sample size as follows:

Where  $n$  represents the sample size,  $z$  represents the confidence level of 95% (1.96),  $p$  represents the proportion of the characteristic in the population (0.5), and  $d$  represents the margin of error (0.05). The population size in Qatar is approximately 3 million, while the study audience is less than 1 million, excluding children (under 18), the elderly (over 70), and non-Arabic-speaking residents. For a population of about 1 million, the sample size should be between 384 and 384. After distribution for four weeks in April and May 2024, 311 complete surveys were obtained and used for analysis.

This method was chosen as it is one of the most suitable probabilistic sampling methods for quantitative studies, relying on the principle of providing equal opportunities for selecting sample elements from the original population, ensuring a simple random sample that is highly representative of the study population's characteristics. Thus, this method provides a statistically significant sample that can be relied upon to generalize results, with the accuracy and objectivity of the collected data ensured by random selection of respondents representing all community segments in comparable proportions.

### *Data Collection Tool: The Survey*

The survey is one of the most suitable tools for collecting quantitative data in research, as it allows for the efficient and rapid collection of data from many individuals through a set of carefully designed questions to measure specific variables, opinions, and attitudes. Therefore, the survey was chosen as the primary tool for this research due to its suitability for its nature, allowing the collection of quantitative data from a large sample of the Qatari public regarding their interaction with government communication through social media, their satisfaction with the provided content, and their expectations for its development. The survey is also easy to design, implement, and analyse statistically. The study's survey was intended to include sections covering the main research variables, including:

**Demographic Data:** This includes age, gender, educational qualification, nationality, etc. It will be used to describe the study sample and test differences in results based on these characteristics.

**General Use of Social Media Platforms:** Understanding respondents' usage habits of these platforms and their following of official government accounts to better understand their interactive behaviour.

**Interest in Government Communication Content:** Measured through several items, to test the hypothesis regarding its effect on interaction through regression and correlation analysis.

**Satisfaction with Government Communication Content and Tools:** Measured by its effect on interaction through regression and correlation analysis.

**Indicators of Interaction with Government Content:** These include participation, likes, comments, etc. Participation, likes, and comments are considered the dependent variable and are used to measure what affects them.

The items measuring respondents' attitudes and opinions toward the study variables were designed using a five-point Likert scale.

### *Statistical Analysis Stages*

After data collection and input into SPSS software, statistical analyses were conducted in several stages:

**Stage One: Descriptive Statistics** using frequencies, percentages, means, and standard deviations to describe the demographic characteristics of the sample and display the distributions of their responses to the various survey items.

**Stage Two: Reliability Testing** through calculating Cronbach's alpha coefficients to measure the consistency and reliability of respondents' answers across different survey scales.

**Stage Three: Correlation Testing** using Pearson's correlation coefficient to examine the relationships between independent and dependent variables according to the research hypotheses.

**Stage Four: Regression Analysis** to test the effect of independent variables in predicting the dependent variable, using simple and multiple regression models.

Thus, the quantitative data was statistically analyzed, starting with the description and summarization of participants' responses and testing the relationships between variables according to the study's hypotheses, providing accurate results that achieved the research objectives.

### *Research Ethics*

This study adheres to Qatar University's research ethics code, which aims to ensure compliance with ethical standards to protect the rights and dignity of research participants and minimize potential risks to them. In

this regard, approval was obtained from the university's Research Ethics Committee before starting the study.

Informed consent was obtained from all study participants after explaining the research details, objectives, and participation process and informing them of their right to withdraw without consequences. Confidentiality of information was assured, and participants' identities were not disclosed in research reports and publications resulting from the study.

Additionally, the researcher committed to accurate statistical data analysis and objective presentation and discussion of results with high professionalism, avoiding personal biases or conflicts of interest, and carefully generalizing results to the community level. The researcher also adhered to scientific integrity in attributing ideas and information to their sources through proper documentation, quotation, and citation, ensuring no plagiarism. This ensures complete adherence to ethical guidelines throughout all stages of the research.

## Results and Discussion

This section will present the detailed results of the statistical analysis of the data, including the demographic characteristics of the sample, analysis of the sample responses on the survey sections related to evaluating government communication content and channels, overall satisfaction, as well as Cronbach's alpha test results for measuring scale reliability, Pearson's correlation test results for measuring relationships between study variables, and results of testing the two main hypotheses of the study using regression analysis.

Finally, a general discussion of the results will be provided in light of the research questions, hypotheses, and findings. This will include a perspective on this study's contribution to enriching scientific knowledge within its research field and outlining conclusions and scientific and practical recommendations.

### 4.1 Demographic Characteristics of the Study Sample

**Age Group:** Looking at the chart below related to age groups, we find that the most represented age group in the sample is 36-45 years, making up 34.7%, followed by the 26-35 years group at 32.5%, and then the 46-55 years group at 19.6%. Meanwhile, the younger age groups (18-25 years) and the older groups (56 years and older) made up smaller percentages of 4.5% and 8.7%, respectively. This indicates that the sample is more concentrated in the middle and mature age groups, which aligns with the nature of the study topic.

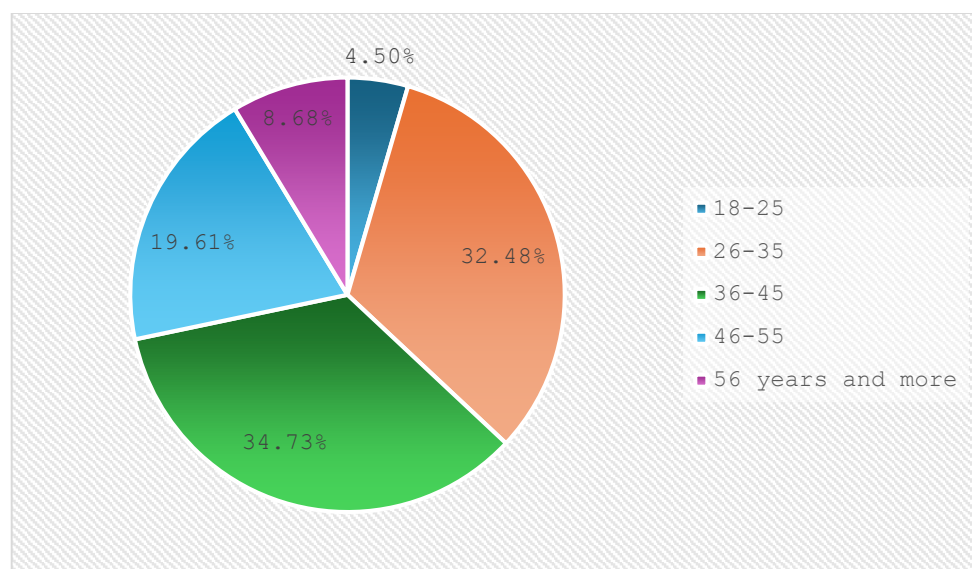
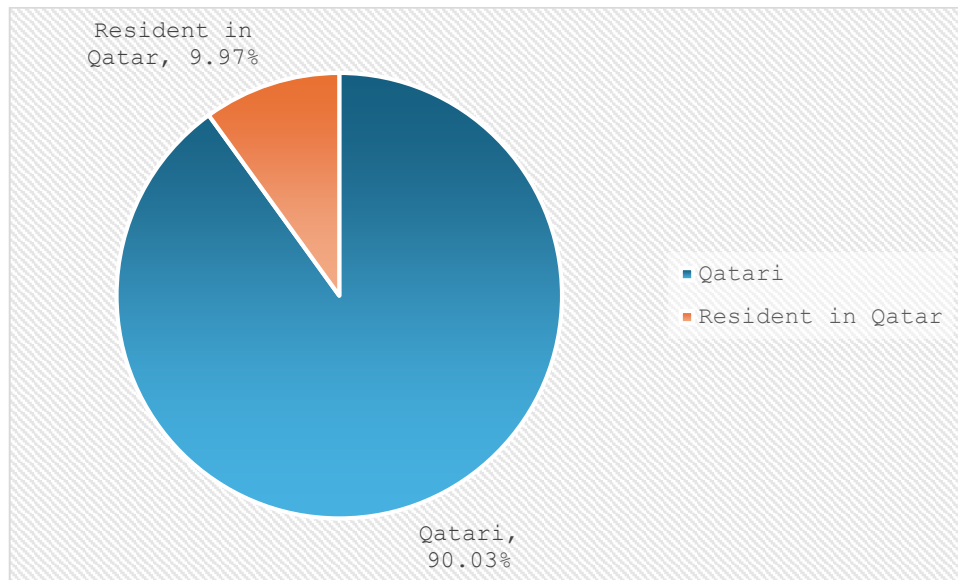


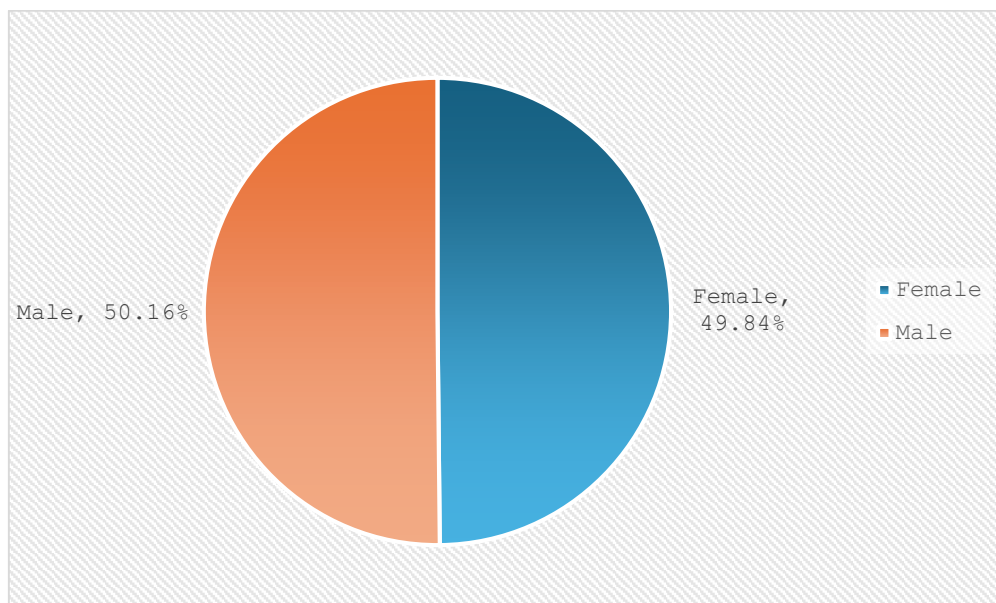
Figure 1: Age Group of Participants

**Nationality:** Regarding the distribution of the sample by nationality, the results show that the vast majority of the sample were Qatari citizens, making up 90%, while residents of Qatar constituted only 10%. This aligns with the study's focus on Qatari public opinions regarding the effectiveness of government communication, with a small inclusion of residents for comparative purposes.



**Figure 2: Nationality of Participants**

**Gender:** The sample distribution by gender shows similar percentages for males and females, with males constituting 50.2% and females 49.8%. This reflects a balanced and fair representation of both genders in the sample, allowing for examining different viewpoints between genders on the research topic.



**Figure 3: Gender of Participants**

**Educational Qualification:** Looking at the sample distribution by academic qualification, more than % of the sample, 54.3%, held a bachelor's degree, followed by those with a master's degree at 20.6% and high school or diploma holders at 19%. Doctorate holders and those with less than high school education made up



smaller percentages of 3.9% and 2.3%, respectively. This indicates that most of the sample has university-level education, making them more capable of answering the survey questions and objectively evaluating government communication quality.

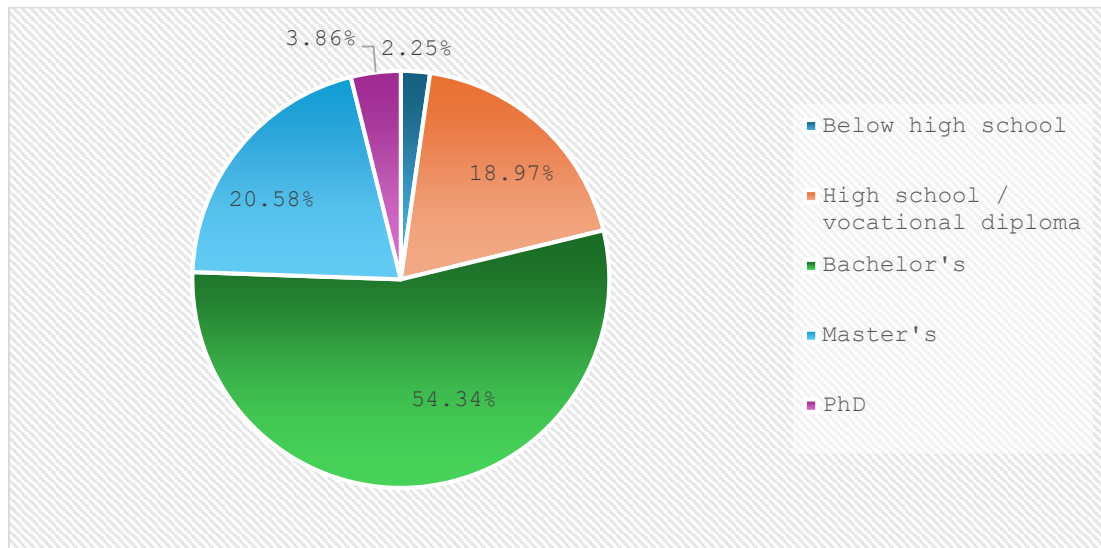


Figure 4. General Qualification of Participants

Overall, the demographic characteristics of the study sample show suitable diversity in age groups, nationalities, and educational levels, with a greater focus on Qatari citizens from middle age groups with higher education. This aligns with the study's objectives in evaluating government communication effectiveness primarily from the Qatari public's perspective. Thus, it can be said that this sample represents the study population well and provides a reliable database for testing research hypotheses and generalising results.

*Evaluation of Government Communication Content*

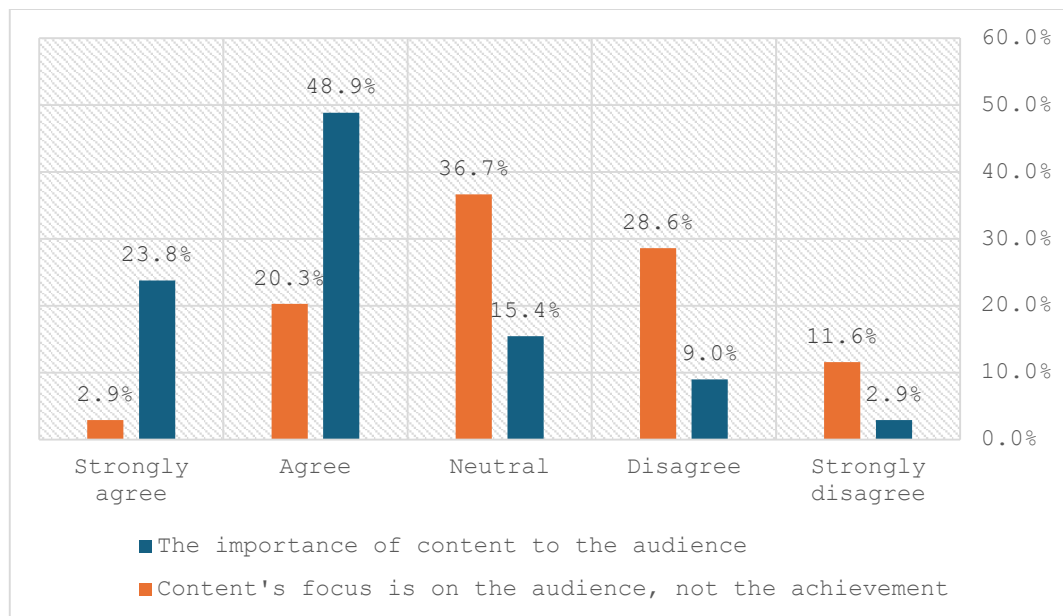


Figure 5. Content Focus and Relevance

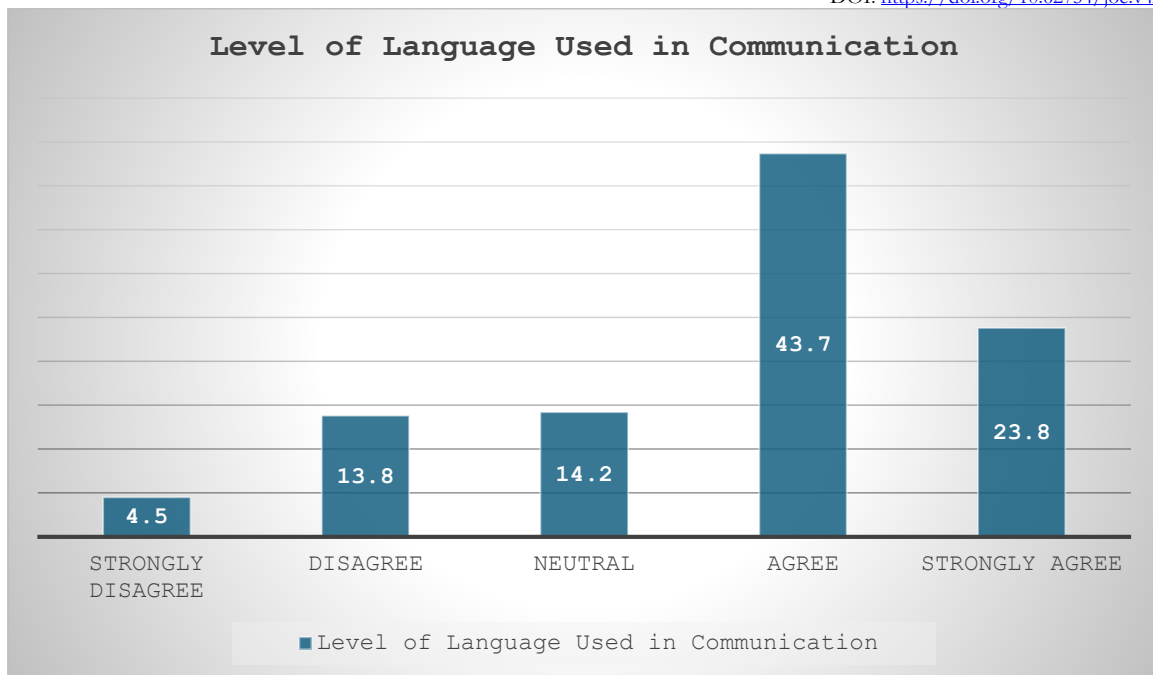
*Focus and Importance of Content:* Regarding the first question about whether the content produced by government entities focuses on public interests rather than government achievements, the results showed a range of opinions among respondents. 40.2% of the sample disagreed with this statement (11.6% strongly disagreeing and 28.6% disagreeing), while only 23.2% agreed (20.3% agreeing and 2.9% strongly agreeing). Meanwhile, 36.7% were neutral, choosing "Not Sure."

These results suggest that a significant portion of the public feels that government communication content does not primarily focus on their interests and needs but emphasises government achievements. This is consistent with a report by The Peninsula (2022) that highlighted a gap between the content produced by government entities and the interests and expectations of the target audience. This result is somewhat aligned with Ayyash and Radwan (2019), who stated that effective government communication relies heavily on the relevance of the content to the needs and interests of the public and that there is a need to develop content to be more interactive and aligned with community expectations rather than focusing on promotional aspects of government achievements.

As for the second question regarding the importance and necessity of the topics covered in government communication content for all community members, more than two-thirds of the sample (72.7%) agreed with this statement, with 48.9% agreeing and 23.8% strongly agreeing. Only 11.9% of the sample disagreed with the statement (9% disagreeing and 2.9% strongly disagreeing), while 15.4% were neutral.

This positive result reflects the public's recognition of the importance of the issues and topics addressed by government entities in their communication content, considering them necessary for various community segments. This somewhat aligns with Hartati (2014), who affirmed that government communication content should focus on priority issues that concern most community members. Hansson (2017) also mentioned the role of government communication in raising awareness about public issues and developments and that focusing on these core issues helps enhance public trust and interaction with government messages.

The results related to these two questions provide useful insights into the public's evaluation of the current state of government communication content. They indicate a need for more efforts to make content more focused on public interests and needs while continuing to address core and necessary topics. These insights align with the conclusions of several previous studies in this field, emphasising the need to develop government content to meet public expectations better.



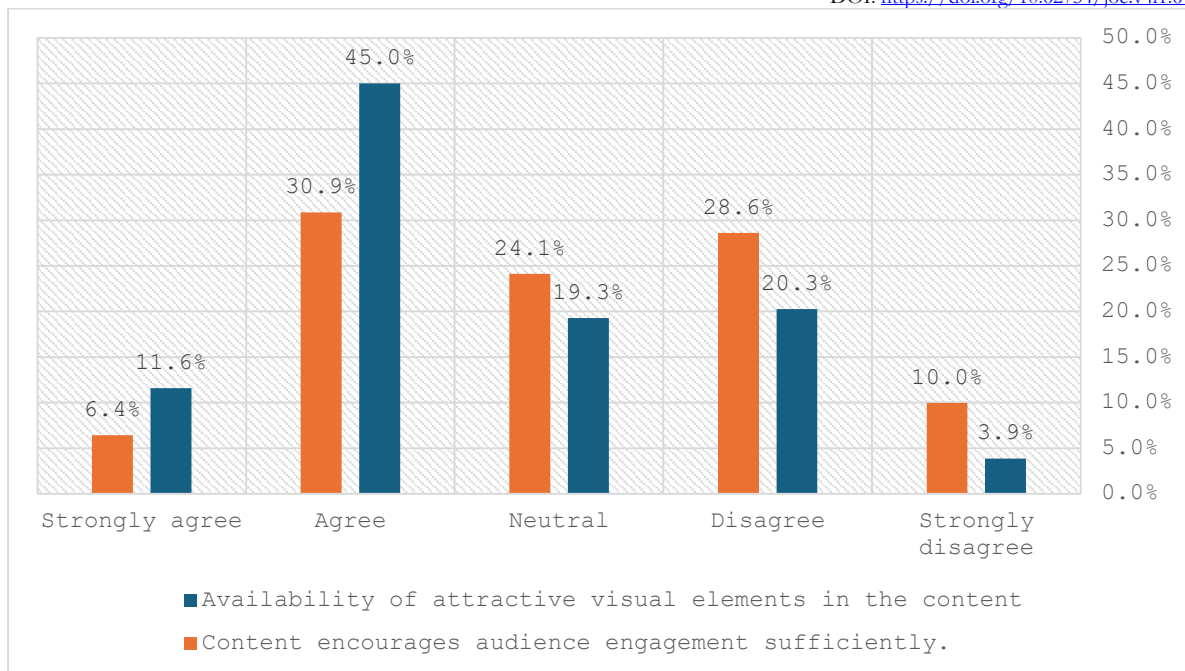
**Figure 6. Understanding the Level of Language Used in Communication**

Regarding the question about how easy it is to understand the terminology used in communications from government institutions, even if the official language is used, the results show that the majority of the sample, 67.5%, agreed with the statement. Specifically, 43.7% agreed and 23.8% strongly agreed. In contrast, 18.3% of the sample disagreed with the statement (13.8% disagreed and 4.5% strongly disagreed), while 14.2% were neutral.

This positive result indicates that most of the public does not find it difficult to understand and comprehend the terms and vocabulary used in government communication content, even if it tends to use formal Arabic. Hansson (2017) noted that one of the pillars of effective government communication is presenting content in a simplified and easily understandable language for the general public.

However, this result somewhat contrasts with the report by The Peninsula (2022), which highlighted a challenge in government communication in Qatar, namely the excessive reliance on formal language, which limits the ability of some segments of the audience, particularly non-Arabic speakers, to understand the messages fully. This discrepancy may be due to differences in the sample characteristics between the two studies, as the current study's sample was largely focused on Qatari citizens.

Despite this generally positive result, it also indicates that a significant portion of the sample (around one-third) finds some difficulty understanding government communication terms or does not have a specific opinion. This suggests room for improving the clarity and simplicity of government communication language to make it more accessible to all audience segments. Therefore, the results of this question provide a positive indication of the efficiency of government communication in Qatar regarding the use of understandable language and terms for the majority of the community, with a need to diversify and simplify the language used to ensure inclusivity and overcome any barriers in understanding the content.



**Figure 7. Elements of Attraction and Encouragement for Interaction in Content**

The results of the question about whether government communication content includes sufficiently attractive visual elements such as images and videos showed that more than half of the sample (56.6%) agreed with this statement. Specifically, 45% agreed, and 11.6% strongly agreed. In contrast, 24.2% of the sample disagreed with the statement (20.3% disagreed and 3.9% strongly disagreed), while 19.3% were neutral.

This generally positive result indicates that government entities pay good attention to including attractive and diverse visual elements in communication content. This aligns with one of the core principles of effective government communication, according to Hansson (2017), who emphasized the need for content diversity, including texts, images, videos, and infographics, to capture public attention and facilitate understanding of the messages.

However, a notable proportion of neutrals and dissenters (around 44%) suggests there is room to improve the visual appeal of government communication content to make it more engaging and diverse. Yusifov & Alhuliyev (2018) noted that using multimedia and attractive visual elements in government content is important in increasing audience interaction and engagement.

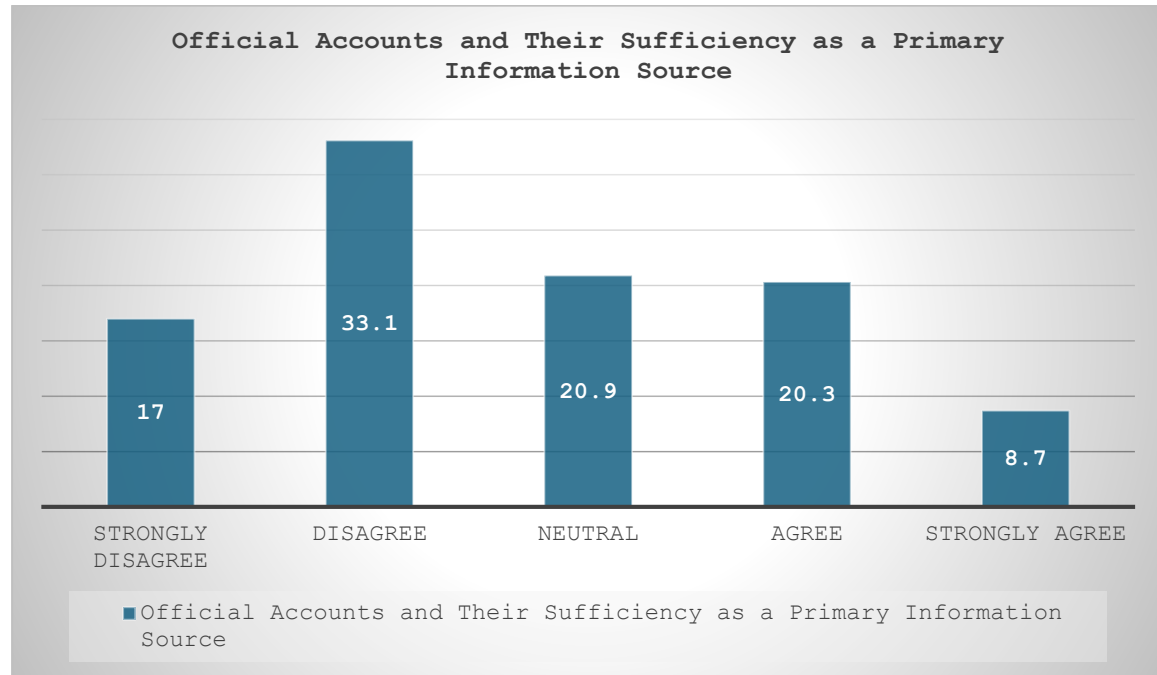
Regarding the question about how much the current government communication content encourages the public to interact adequately, the results showed a range of opinions among respondents. 37.3% of the sample agreed with this statement (30.9% agreeing and 6.4% strongly agreeing), 38.6% disagreed (28.6% disagreed and 10% strongly disagreed), and 24.1% were neutral.

This varied result reflects a challenge for government entities in sufficiently encouraging public interaction with government communication content. Ayyash and Radwan (2019) mentioned a shortcoming in mechanisms to encourage interactivity and dialogue in government communication, with most entities focusing on one-way information delivery without adequately encouraging audience interaction and participation.

This result also aligns with AlKubaisi et al. (2022), who found that public interaction with government content remains below expectations despite government entities' high volume of communication activity on social media platforms. This suggests a need to reconsider and develop content strategies to focus more on engaging the public and motivating their participation. The results of these two questions highlight the

importance of attractive visual elements and interaction mechanisms as essential components in enhancing the effectiveness of government communication and attracting public interest. These results align with existing literature emphasising the need to diversify content forms and encourage public participation to achieve desired government communication goals.

#### *Evaluation of Government Communication Tools and Channels*

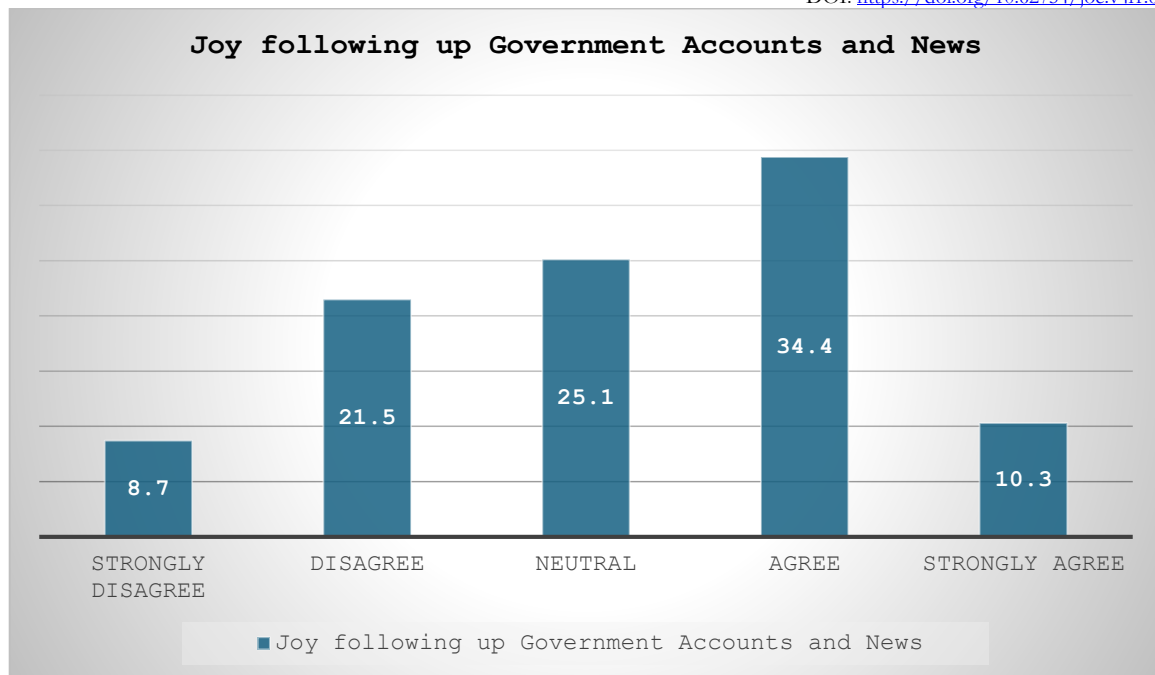


**Figure 8. Official Accounts and Their Sufficiency as a Primary Information Source**

Regarding the question about whether official government accounts on social media meet the public's informational needs without the need for additional sources, about half of the sample (50.1%) disagreed with this statement, with 33.1% disagreeing and 17% strongly disagreeing. In contrast, only 29% agreed (20.3% agreeing and 8.7% strongly agreeing), while 20.9% were neutral.

This result indicates that a significant portion of the public does not consider the content posted on official government accounts sufficient to meet their informational needs and still needs to seek information from other sources. This aligns with Hartati (2014), who stated that effective government communication should fulfil the target audience's informational needs so they can find everything they need easily on official channels.

Although the current result is a relatively negative indicator of how well government communication meets its objectives in satisfying public informational needs, it also presents an opportunity for government entities to review and evaluate the content they provide and make necessary improvements to better align with public expectations and needs. This was emphasised by AlKubaisi et al. (2022), who noted that improving government communication mechanisms in Qatar requires reconsidering the nature of content provided on official accounts and continuously assessing its effectiveness from the recipients' perspective, aiming to provide comprehensive content that covers all public interests and queries without needing to turn to external sources.



**Figure 9. Enjoyment of Following Government Accounts and News**

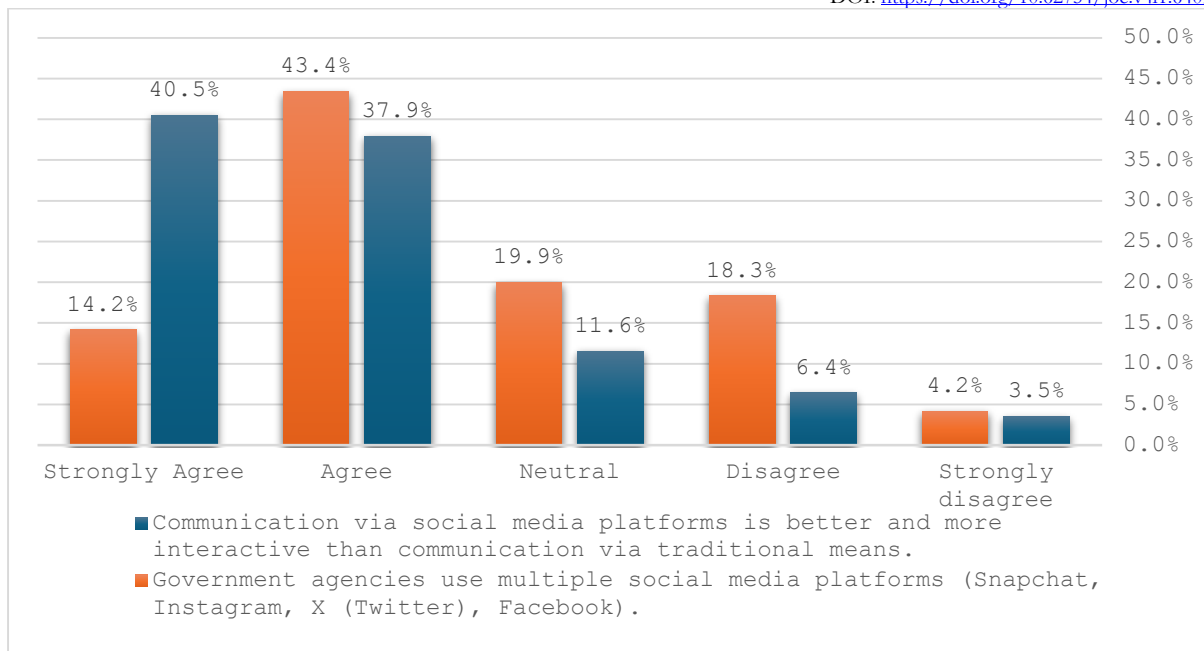
The results regarding whether followers find enjoyment in following the content posted on government social media accounts were relatively varied. 44.7% of the sample agreed with this statement (34.4% agreeing and 10.3% strongly agreeing), 30.2% disagreed (21.5% disagreeing and 8.7% strongly disagreeing), and 25.1% were neutral.

This varied result indicates that a significant portion of the public (about 45%) finds the content posted on government accounts enjoyable and engaging, which motivates them to follow it regularly. This aligns with Yusifov & Alhuliyev (2018), who emphasised the importance of providing engaging and interesting government communication content to encourage audience follow-up and interaction.

However, the notable percentage of people who do not find enjoyment in following this content or do not have a specific opinion (around 55%) reflects the need for more efforts to improve the attractiveness and excitement of government content, better capturing public attention and encouraging enthusiastic follow-up.

These results highlight the challenge of delivering government communication content that balances enjoyment and utility, aiming to capture public interest and motivate continuous engagement while meeting informational needs. This requires innovative content creation and presentation strategies to align with public expectations and tastes. These results underscore the importance of ongoing evaluation and development of government communication content, guided by best practices and scientific standards, to sustainably enhance its ability to reach and maintain public interest.





**Figure 10. Effectiveness and Diversity of Current Communication Tools**

Regarding the results of the question about whether government agencies use multiple social media platforms to facilitate public access to the information they publish, the majority of the sample, 57.56%, agreed with this statement (43.41% agreed and 14.15% strongly agreed). In comparison, only 22.51% disagreed (18.33% disagreed and 4.18% strongly disagreed), and 19.94% were neutral.

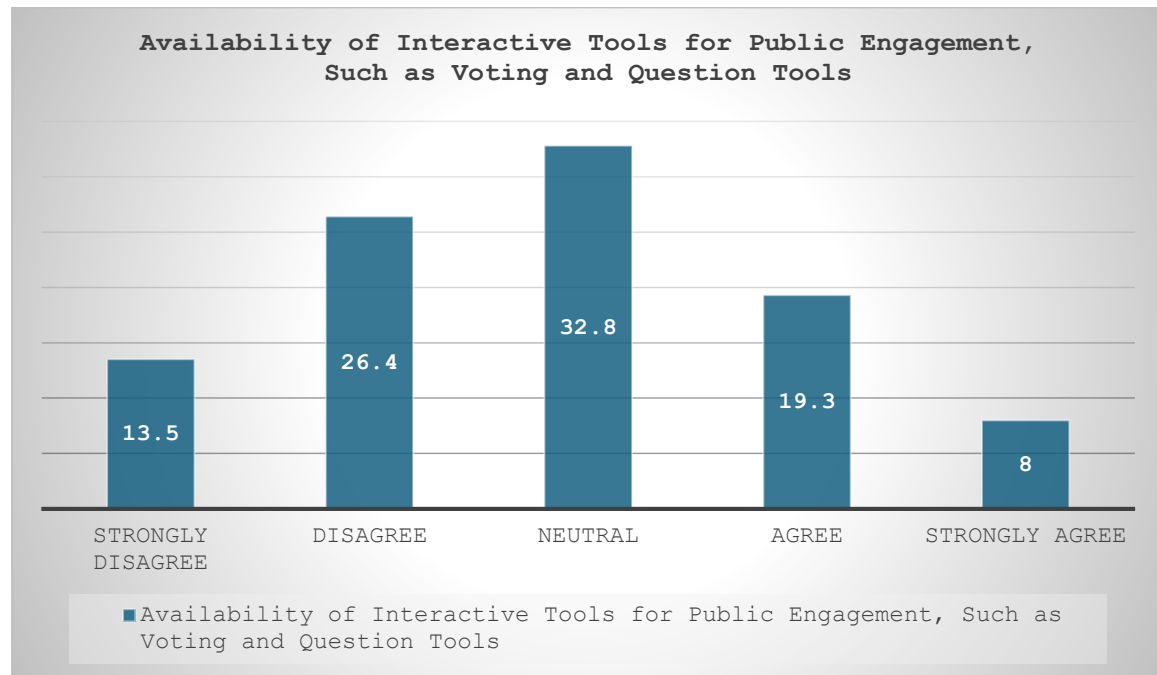
This generally positive result reflects the efforts of government agencies in Qatar to be present on various social media platforms such as Snapchat, Instagram, X (formerly Twitter), and Facebook. This aligns with the global trend for governments to expand their communication with the public by leveraging these platforms' widespread reach and ease of use, as mentioned by Yusifov & Alhuliyev (2018). It also corresponds with AlKubaisi et al. (2022) in their study on the state of e-government communication in Qatar, which emphasised that Qatari government agencies have made significant strides in recent years to enhance their presence across various social media platforms as part of their digital transformation and improved communication strategies.

Despite this positive result, the significant proportion of neutral and opposing responses (about 43%) suggests there is room for improvement in the level of outreach and integration among the different social media platforms used by government agencies so that the public can access the information they need regardless of their preferred platform.

Regarding the question comparing government communication through social media platforms to traditional media, the results showed that the overwhelming majority of the sample, 78.45%, believe that communication via social media platforms is better and more interactive (37.94% agreed and 40.51% strongly agreed). In comparison, only 9.97% disagreed (6.43% disagreed and 3.54% strongly disagreed), and 11.58% were neutral. This result underscores the pivotal role of social media platforms in developing and enhancing government communication compared to traditional media due to the unique advantages these platforms offer for immediate and interactive communication with the public beyond the constraints of time and place, which aligns with the observations of Pasquier (2012) and Darwish (2021) on the importance of leveraging new media capabilities to enhance communication between governments and citizens.

It can be emphasized that adopting diverse social media platforms is crucial in contemporary government communication strategies due to their role in improving public reach and engagement compared to

traditional media. These results urge government agencies to continue their efforts in diversifying and integrating their presence across various social media platforms, while continually assessing their effectiveness and improving them in line with public needs and preferences.

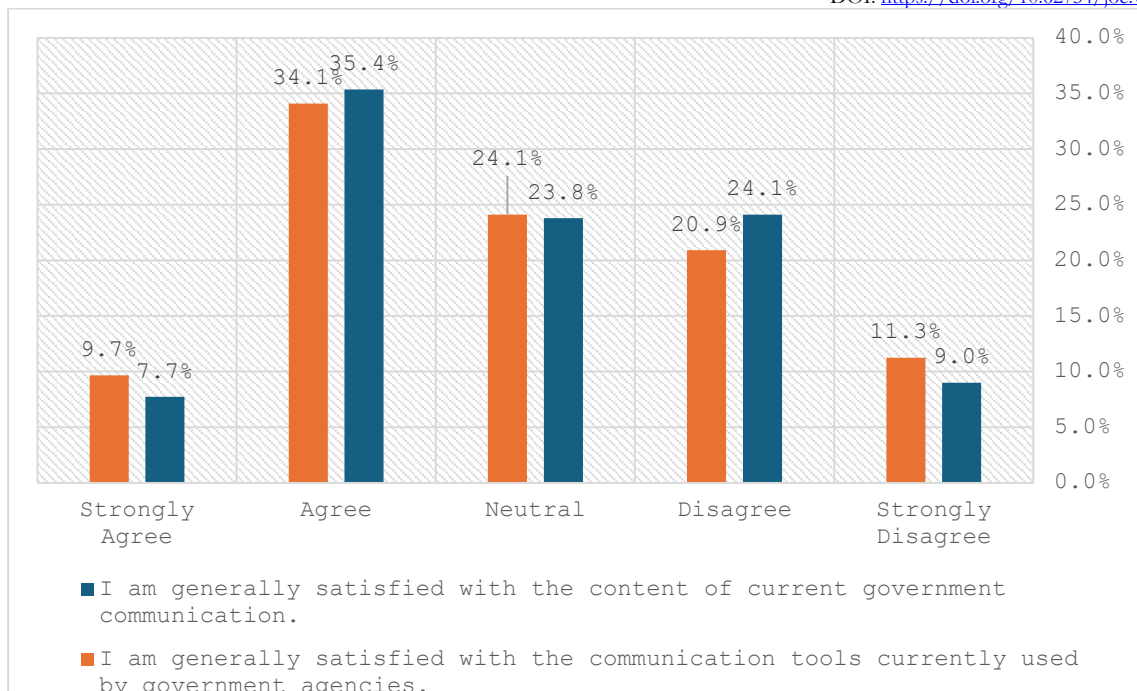


**Figure 11. Availability of Interactive Tools for Public Engagement, Such as Voting and Question Tools**

Regarding the question of whether government agencies provide appropriate tools for public interaction with content on social media platforms, such as voting and question tools, the results were notably mixed. 39.9% of the sample disagreed with this statement (26.4% disagreed and 13.5% strongly disagreed), while only 27.3% agreed (19.3% agreed and 8% strongly agreed), and 32.8% were neutral. This result reflects a clear challenge for government agencies in providing suitable interactive tools for the public on social media platforms, which aligns with previous literature indicating a shortfall in mechanisms for encouraging dialogue and interactivity in government communication via these platforms, with most agencies still focusing on one-way information dissemination without adequate attention to encouraging public interaction and participation through tools like voting and questions.

This result is consistent with AlKubaisi et al. (2022) in their study on e-government communication in Qatar, which highlighted a gap between public expectations and the current practice concerning interactivity and dialogue via government accounts on social media platforms. There is a need to develop tools and mechanisms to stimulate public participation better. The relatively high proportion of neutral responses (about one-third) suggests differences in the availability of interactive tools among different government agencies, or these tools may not be clear and easy to use for some segments of the public. This requires further efforts to standardise and improve the user experience regarding interactive tools across government accounts on various platforms.

Providing diverse and easy-to-use interactive tools for the public on social media platforms is a key element in enhancing the effectiveness of government communication and achieving its goals in engaging the public and listening to their opinions. These results call for government agencies to review and develop the interactive tools currently available on their official accounts, guided by best practices and global models in this field, to meet public expectations and better stimulate participation.



**Figure 12. Overall Satisfaction with Content and Tools**

The results were somewhat mixed regarding the results of the question about overall satisfaction with the communication tools currently used by government agencies. 43.73% of the sample expressed satisfaction (34.08% agreed and 9.65% strongly agreed), while 32.15% expressed dissatisfaction (20.90% disagreed and 11.25% strongly disagreed), and 24.12% were neutral. This result indicates a relatively acceptable level of satisfaction among a significant portion of the public with the communication tools used by government agencies, which somewhat aligns with AlKubaisi et al. (2022), noting that recent efforts by the Qatari government to develop electronic communication tools have improved user experiences and increased satisfaction compared to the past.

However, the significant proportion of dissatisfied and neutral responses (about 56%) highlights the ongoing need for improving and developing these tools to better align with public expectations and needs. This aligns with Yusifov and Alhuliyev's (2018) recommendation that government communication tools should be regularly evaluated from users' perspectives and developed based on their feedback and suggestions.

The results were relatively close to the previous findings regarding overall satisfaction with the current government communication content. 43.09% of the sample expressed satisfaction with the content (35.37% agreed and 7.72% strongly agreed), 33.12% expressed dissatisfaction (24.12% disagreed and 9% strongly disagreed), and 23.79% were neutral. This result reflects an acceptable level of satisfaction with government communication content among a significant portion of the public. However, the significant proportion of dissatisfied and neutral responses (about 57%) underscores the need to continue improving the quality and content of government communication, making it more focused on public interests and priorities.

These results provide important insights into public satisfaction with Qatar's government communication tools and content. They also emphasise the importance of ongoing efforts to develop and enhance them per public needs and expectations. They also call for government agencies to adopt effective mechanisms for regularly measuring user satisfaction and use these measurements to develop strategies and plans to continuously improve government communication processes across all tools and content.

*Summary of Descriptive Results***Table 1. Means and Standard Deviations of Descriptive Results**

Phrase	N	Minimum	Maximum	Mean	Std. Deviation
<b>The government's content focus is on the interests of the public.</b>	311	1.00	5.00	2.7428	1.00229
<b>The importance of the topics covered.</b>	311	1.00	5.00	3.8167	0.99118
<b>The ease of understanding the content and the nature of the language used.</b>	311	1.00	5.00	3.6849	1.11459
<b>The availability of sufficient visual attractions such as images and videos.</b>	311	1.00	5.00	3.4019	1.05457
<b>Encouraging the public to interact sufficiently.</b>	311	1.00	5.00	2.9518	1.11915
<b>Official accounts meet information needs without the need for other sources.</b>	311	1.00	5.00	2.7042	1.21653
<b>There is pleasure in following what is published on government social media accounts.</b>	311	1.00	5.00	3.1608	1.13871
<b>There is a diversity of platforms and ease of access (Snapchat, Instagram, X (Twitter)).</b>	311	1.00	5.00	3.4502	1.07310
<b>Current communication compared to traditional communication.</b>	311	1.00	5.00	4.0547	1.04738
<b>Availability of interaction tools such as voting tools and questions.</b>	311	1.00	5.00	2.8199	1.13580
<b>General satisfaction with current communication channels</b>	311	1.00	5.00	3.0997	1.17488
<b>General satisfaction with current content.</b>	311	1.00	5.00	3.0868	1.12258

Based on the descriptive results of the study, several key observations can be drawn regarding the public's evaluation of the effectiveness of government communication in Qatar. Regarding the nature of the communication content, the majority of the sample views the topics addressed by government agencies as important and necessary for the community ( $M=3.82$ ). They also find no difficulty in understanding the terms used, even if they are in formal language ( $M=3.68$ ). However, there is a division of opinions regarding the extent to which the content focuses on public interests versus government achievements ( $M=2.74$ ), the level of inclusion of attractive visual elements ( $M=3.40$ ), and the extent to which it encourages public interaction ( $M=2.95$ ).

Regarding the evaluation of government communication tools and channels, the results show that most of the sample agrees that current communication is better and more interactive than traditional methods ( $M=4.05$ ) and that the use of multiple platforms by government agencies facilitates information access

(M=3.45). However, there is variation in opinions about how well government accounts meet the public's informational needs without requiring other sources (M=2.70), the level of enjoyment in following what is posted on these accounts (M=3.16), and the availability of appropriate tools for interacting with content (M=2.82).

Overall, the results indicate a moderate level of public satisfaction with government communication tools (M=3.10) and content (M=3.09), reflecting the need for further efforts to improve the effectiveness of this communication. These results provide important insights for government agencies regarding the strengths and weaknesses in their communication strategies from the target audience's perspective and highlight the need to focus more on genuine public interests in the content provided, enhance its visual appeal, diversify interactive tools, and integrate the platforms used. This would ensure improved user experience and increase satisfaction and engagement with government communication messages across various channels.

#### *Reliability Testing: Cronbach's Alpha*

Cronbach's Alpha assesses the internal consistency reliability of a set of statements or questions in a measurement tool (such as a questionnaire). This method is one of the most commonly used reliability measures in social, psychological, and educational research. Its importance lies in verifying the consistency and coherence of the scale's items, meaning that the statements or questions measuring a specific variable should be homogeneous and interconnected. A Cronbach's Alpha coefficient is generally considered acceptable if it is greater than or equal to 0.70, with some studies accepting lower values in exploratory research contexts.

**Table 2. Reliability Testing**

<b>Factor</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Government Communication Content	<b>0.728</b>	<b>5</b>
Government Communication Tools	<b>0.786</b>	<b>5</b>
Overall Satisfaction with Content and Tools	<b>0.887</b>	<b>2</b>

Looking at the results of Cronbach's Alpha tests presented in the tables, we find that:

Government Communication Content Variable: Shows good internal consistency with a score of 0.728.

Government Communication Channels and Tools Variable: Shows a high degree of internal consistency with a score of 0.786.

Overall Satisfaction with Government Communication Variable: Exhibits the highest degree of consistency with a score of 0.887.

These results confirm that the study measures used in the questionnaire have good to high internal consistency, enhancing the reliability of the results obtained using these measures. This reflects the accuracy in question formulation and logical coherence, achieving the study's objectives and helping to collect reliable data for hypothesis testing and research questions.

*Correlation Testing***Table 3. Pearson Correlation Coefficient Test**

		Que stio 5 n	Que stio 6 n	Que stio 7 n	Que stio 8 n	Que stio 9 n	Que stio 10 n	Que stio 11 n	Que stio 12 n	Que stio 13 n	Que stio 14 n	Que stio 15 n	Que stio 16 n
Que stio n 5	Pears on Corr elatio n	1	.368*	.138*	.309*	.291*	.268*	.212*	.246*	0.06 3	.206*	.271*	.287*
	Sig. (2- tailed )		0.00 0	0.01 5	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.27 1	0.00 0	0.00 0	0.00 0
Que stio n 6	Pears on Corr elatio n	.368*	1	.351*	.330*	.434*	.351*	.466*	.336*	.280*	.375*	.415*	.478*
	Sig. (2- tailed )	0.00 0		0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0
Que stio n 7	Pears on Corr elatio n	.138*	.351*	1	.325*	.368*	.281*	.335*	.221*	.250*	.187*	.248*	.298*
	Sig. (2- tailed )	0.01 5	0.00 0		0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 1	0.00 0	0.00 0
Que stio n 8	Pears on Corr elatio n	.309*	.330*	.325*	1	.566*	.435*	.419*	.393*	.246*	.351*	.480*	.455*
	Sig. (2- tailed )	0.00 0	0.00 0	0.00 0		0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0
Que stio n 9	Pears on Corr elatio n	.291*	.434*	.368*	.566*	1	.641*	.596*	.512*	.275*	.442*	.568*	.594*
	Sig. (2- tailed )	0.00 0	0.00 0	0.00 0	0.00 0		0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0	0.00 0
	Pears on	.268*	.351*	.281*	.435*	.641*	1	.535*	.493*	.334*	.470*	.641*	.661*



Question 10	Correlation												
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
Question 11	Pearson Correlation	.212*	.466*	.335*	.419*	.596*	.535*	1	.506*	.371*	.431*	.571*	.569*
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
Question 12	Pearson Correlation	.246*	.336*	.221*	.393*	.512*	.493*	.506*	1	.374*	.427*	.558*	.541*
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
Question 13	Pearson Correlation	0.063	.280*	.250*	.246*	.275*	.334*	.371*	.374*	1	.274*	.407*	.386*
	Sig. (2-tailed)	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
Question 14	Pearson Correlation	.206*	.375*	.187*	.351*	.442*	.470*	.431*	.427*	.274*	1	.550*	.536*
	Sig. (2-tailed)	0.000	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
Question 15	Pearson Correlation	.271*	.415*	.248*	.480*	.568*	.641*	.571*	.558*	.407*	.550*	1	.798*
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	Pearson	.287*	.478*	.298*	.455*	.594*	.661*	.569*	.541*	.386*	.536*	.798*	1

Question 16	Correlation												
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).													
<b>*</b> . Correlation is significant at the 0.05 level (2-tailed).													

The table above presents the results of the Pearson Correlation Coefficient test, which measures the degree and direction of the linear relationship between each pair of study variables (questions 5 to 16). The correlation coefficient ranges from -1 to 1, where positive values indicate a direct relationship between the variables (i.e., as one increases, the other increases), while negative values indicate an inverse relationship (i.e., as one increases, the other decreases). The asterisks () next to the correlation coefficient values indicate the statistical significance of these relationships, with (\*\*) signifying significance at the 0.01 level and () indicating significance at the 0.05 level.

The importance of conducting correlation tests between study variables lies in understanding the nature of the relationships between them and how each variable is related to others. This paves the way for hypothesis testing and accurate scientific interpretation of results. The test results show that most correlation coefficients between the questions were positive and statistically significant at the 0.01 level, indicating strong direct relationships among most of the study variables. For example, there is a strong positive correlation between Question 15 (overall satisfaction with government communication tools) and Question 16 (overall satisfaction with government communication content) with a correlation coefficient of 0.798. This suggests that individuals who expressed satisfaction with the communication tools were also more likely to be satisfied with the content. Similarly, there are positive and moderate to strong correlations between most questions related to evaluating government communication content (Questions 5 to 9) and questions assessing communication tools and channels (Questions 10 to 14), indicating a close relationship between public evaluations of both content effectiveness and the tools used in government communication.

### *Hypothesis Testing*

**Hypothesis 1:** There is a statistically significant effect of the characteristics of government communication content on the level of public interaction and satisfaction with this content.

**Table 1:** Summary of Multiple Regression Model for Hypothesis 1

Table 1 summarises the multiple regression model testing the effect of government communication content characteristics (independent variables: Questions 5 to 9) on public satisfaction with this content (dependent variable: Question 16). The table shows that the multiple correlation coefficient (R) between the independent and dependent variables is 0.654, indicating a strong relationship between content characteristics and satisfaction level. The independent variables (content characteristics) explain 42.8% of the variance in the dependent variable (satisfaction level).

**Table 4.** Summary Model for Hypothesis 1

Model Summary				
Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
0.85600	0.419	0.428	.654 <sup>a</sup>	1

a. Predictors: (Constant), Content of Government Communication (Questions 5, 6, 7, 8, 9)

Table 2 (ANOVA) presents the results of the ANOVA analysis for regression, where the value of (F) is 45.628 and statistically significant at the 0.000 level. This confirms the significance of the regression model as a whole and its ability to explain the variance in public satisfaction based on characteristics of government communication content.

**Table 5.** ANOVA Test for Hypothesis 1

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167.170	5	33.434	45.628	.000 <sup>b</sup>
	Residual	223.486	305	0.733		
	Total	390.656	310			

a. Dependent Variable: I am generally satisfied with the content of current government communication.

a. Predictors: (Constant), Content of government communication (Questions 5, 6, 7, 8, 9)

Table 3 details the unstandardised (B) and standardised (Beta) regression coefficients for each independent variable and the t-values and their statistical significance levels. The table shows that three variables (Questions 6, 8, and 9) had a positive and statistically significant effect on public satisfaction, with t-values of 4.697, 2.483, and 7.015, respectively, all significant at the 0.05 level or lower. The other two variables (Questions 5 and 7) had no statistically significant effect.

**Table 6.** Coefficients Test for Hypothesis 1

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.198	0.238		0.830	0.407
	Question 5	0.043	0.054	0.039	0.809	0.419
	Question 6	0.274	0.058	0.242	4.697	0.000
	Question 7	0.019	0.049	0.019	0.390	0.697
	Question 8	0.143	0.058	0.134	2.483	0.014
	Question 9	0.396	0.056	0.395	7.015	0.000

a. Dependent Variable: I am generally satisfied with the content of current government communication.

Based on these results, Hypothesis 1 can be partially accepted, as it has been shown that certain characteristics of government communication content (i.e., addressing important community topics, including attractive visual elements, encouraging public interaction) significantly affect public satisfaction with this content. However, no significant effect was found for the characteristics of focusing on public interests and ease of understanding the terms used.

Although studies directly addressing this relationship in the context of government communication are rare, these findings align with some literature that emphasizes the importance of focusing government communication content on priority issues for the public (Hartati, 2014), including attractive and diverse visual elements (Hansson, 2017), and encouraging interactivity and public participation (Ayyash & Radwan,

2019) as key factors in achieving public satisfaction and enhancing the effectiveness of government communication. Previous studies have not directly addressed the impact of content focus on public interests or ease of understanding terms on satisfaction levels, which calls for further research in these areas.

The result of this hypothesis test provides scientific evidence of the importance of focusing on government communication content characteristics as a major determinant of public satisfaction and interaction with this content. This contributes to bridging the knowledge gap in this field and opens the door for more studies on the relationship between communication content variables and public engagement in the context of government-citizen communication.

**Hypothesis 2:** There is a statistically significant effect of the characteristics of government communication channels on the level of public interaction and satisfaction with the used channels.

**Table 1:** Summary of the Multiple Regression Model for Hypothesis 2

Table 1 summarizes the multiple regression model testing the effect of government communication channel characteristics (independent variables: Questions 10 to 14) on the level of public satisfaction with these channels (dependent variable: Question 15). The table shows that the multiple correlation coefficient (R) between the independent variables and the dependent variable is 0.755, indicating a strong relationship between channel characteristics and satisfaction level. This means that the independent variables (channel characteristics) explain 56.9% of the variance in the dependent variable (satisfaction level).

**Table 7.** Summary Model for Hypothesis 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	0.569	0.562	0.77728

a. Predictors: (Constant), Government Communication Channels Questions (10, 11, 12, 13, 14)

Table 2 (ANOVA): The ANOVA results for regression show an F-value of 80.654, which is statistically significant at the 0.000 level, confirming the overall significance of the regression model and its ability to explain the variance in public satisfaction based on government communication channel characteristics.

**Table 8.** ANOVA Test for Hypothesis 2

ANOVA <sup>a</sup>						
Sig.	F	Mean Square	df	Sum of Squares		Model
.000 <sup>b</sup>	80.654	48.728	5	243.640	Regression	1
		0.604	305	184.270	Residual	
			310	427.910	Total	

a. Dependent Variable: I am generally satisfied with the communication tools currently used by government agencies.

a. Predictors: (Constant), Government communication channels Questions (10, 11, 12, 13, 14)

**Table 3:** Details of the regression coefficients for each independent variable show that all five variables (Questions 10 to 14) had a positive and statistically significant effect on public satisfaction, with t-values ranging from 2.588 to 6.626, all significant at the 0.05 level or lower. The most influential variable was Question 10, related to whether government accounts meet the public's informational needs (Beta=0.321).

**Table 9.** Coefficients Test for Hypothesis 2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.111	0.200		-0.553	0.581
	Question 10	0.310	0.047	0.321	6.626	0.000
	Question 11	0.181	0.050	0.176	3.626	0.000
	Question 12	0.194	0.052	0.177	3.743	0.000
	Question 13	0.122	0.047	0.108	2.588	0.010
	Question 14	0.225	0.046	0.218	4.869	0.000

a. Dependent Variable: I am generally satisfied with the communication tools currently used by government agencies.

Based on these results, Hypothesis 2 can be fully accepted, as there is a statistically significant effect of all the government communication channel characteristics included in the study (i.e., meeting informational needs, engaging and entertaining content, multiple platforms used, interactivity compared to traditional media, availability of interactive tools) on public satisfaction with these channels.

This result aligns with previous studies on government communication, such as AlKubaisi et al. (2022), which highlighted the importance of diverse and interactive government platforms in enhancing user experience and satisfaction compared to traditional media. It also matches Yusifov & Alhuliyev (2018), who emphasized the need for appropriate interactive tools through government communication channels to boost public engagement and satisfaction. However, previous studies did not directly address the impact of factors like meeting informational needs or the entertaining nature of content on public satisfaction with government communication channels, making this a significant scientific contribution of the current study.

Overall, the results of this hypothesis test contribute to the scientific understanding of the determinants of government communication channel effectiveness from the public's perspective. They underscore the importance of adopting a comprehensive strategy in selecting and managing these channels to maximise their efficiency in reaching the public and meeting their needs and expectations. This finding also opens the door for future research to explore other factors affecting public interaction and satisfaction with government channels, such as ease of use and access, privacy and security, and other aspects not covered in the current study.

#### *General Discussion of Results and Scientific Contribution*

The results of this study provide important insights into the state of government communication in Qatar from the perspective of the target audience. They highlight the effectiveness of the content and channels used and the key factors influencing public interaction and satisfaction. The results generally show a moderate level of satisfaction among the Qatari public with the current government communication tools and content, with variations in the evaluation of aspects such as the focus of content on public interests and the availability of interactive tools across government platforms.

The hypothesis testing results revealed a positive and statistically significant effect of several communication content characteristics (such as addressing important community topics, including attractive visual elements, and encouraging interaction) on public satisfaction with this content. Additionally, all the government communication channel characteristics studied (such as meeting informational needs,

entertainment and engagement, platform diversity, and interactivity) positively affected public satisfaction with these channels.

The significance of these results lies in their provision of practical scientific evidence on the determinants of government communication effectiveness in the context of Qatari society, representing a substantial contribution to the scientific knowledge in this field, which has seen limited research and study. Despite some existing studies on government communication in Qatar (e.g., AlKubaisi et al., 2022), most have focused on analysing current practices from the perspective of government entities without a deep exploration of the target audience's perspective and their evaluation of these practices.

Moreover, previous studies examining aspects of the relationship between content or channel characteristics and public interaction and satisfaction (e.g., Yusifov & Alhuliyev, 2018; Hansson, 2017) were conducted in different social contexts and did not specifically address this relationship in the context of government communication, making it challenging to generalise their results to the Qatari case. Therefore, the current study helps bridge a research gap by testing these relationships in a new context and with a Qatari audience.

Furthermore, the results open up several new research questions requiring further exploration, such as: What other factors (not covered in the current study) may affect government communication effectiveness from the public's perspective? How do these factors vary by audience characteristics such as age, gender, education, etc.? How do effectiveness determinants differ across different government sectors? These are among the questions that require in-depth future research.

The practical implications of these results provide government entities in Qatar with scientific indicators and strategic insights for improving government communication practices to align with the needs and expectations of the target audience. The study emphasizes the need to prioritize issues that impact citizens' and residents' interests in communication content, enhance interactivity and dialogue through government platforms, and improve the appeal and diversity of communication tools and channels.

Given the scarcity of applied research in this area in Qatar and the Arab region, this study represents a foundational contribution to building specialised knowledge on enhancing government-citizen communication in the digital age. It thus supports scientific research efforts to address existing knowledge gaps. It provides evidence-based insights to guide decision-makers in developing government communication strategies and practices that serve the public interest.

Considering the novelty of government communication through social media platforms and the rapid pace of digital transformation worldwide, there is a pressing need for continued, comprehensive, and in-depth research in this vital area. Leveraging research results and experiences across various contexts to build theoretical and practical models will help improve the quality of communication between governments and citizens, benefiting all parties and contributing to sustainable community development.

In conclusion, this study represents a significant scientific addition to the field of government communication studies by highlighting the determinants of communication effectiveness in Qatar and paving the way for further research on this critical topic. It emphasises the importance of adopting an interactive perspective centred on the public in building and continuously evaluating government communication strategies, which will enhance the quality of public services and strengthen trust and cohesion between governments and citizens amidst the rapidly evolving digital age.

## Conclusion and Recommendations

### *Summary of Key Findings and Academic Contribution*

The study's results revealed a moderate overall satisfaction level among the Qatari public regarding current government communication, both regarding the content provided through social media platforms and the channels and tools used in this communication. The results also showed variation in the public's evaluation



of some communication content characteristics. Most participants agreed on the importance of the topics covered by government agencies and the ease of understanding the terminology used. However, opinions were divided on the extent to which this content focuses on public interests versus government achievements, including attractive visual elements, and encouraging interaction.

Conversely, the public was more agreeable regarding communication channel characteristics, such as their superiority over traditional media, the diversity of government platforms, their ability to meet informational needs, and their entertainment value. Opinions varied on the availability of appropriate interactive tools across these channels.

One of the study's key findings is the statistically significant positive effect of several characteristics of communication content (such as topic importance, visual appeal, and encouragement of interaction) on public satisfaction with this content. Additionally, a positive effect was found for all characteristics of government communication channels (such as meeting informational needs, entertainment value, platform diversity, and interactivity) on public satisfaction with these channels.

These results enrich scientific knowledge about the determinants of government communication effectiveness in the digital age. They represent a significant addition to previous studies in this field, which largely focused on analysing communication from the perspective of government entities. The study provides scientific evidence of the importance of adopting a public perspective in evaluating and developing government communication strategies, contributing to achieving the desired goals of enhancing trust and community engagement.

Despite its scientific value as one of the rare research studies in Qatar focusing on government communication from the public's perspective, this study represents a preliminary step in exploring this rich research area. The results open the door to many questions deserving further research and investigation, including What other factors might affect government communication effectiveness? How do these factors vary by audience characteristics and government sectors? What are the most effective strategies for interaction and constructive dialogue between the government and citizens through social media platforms?

Thus, this study opens new research directions that address government communication from multiple angles and in different contexts, enriching scientific knowledge in this field and providing practical insights for developing government communication practices that meet public aspirations and serve the public good. It emphasises the importance of intensifying research efforts to bridge the knowledge gap in this vital area, which still requires significant research and study despite its crucial role in strengthening the relationship between governments and citizens amid the challenges of the digital age.

#### *Research Recommendations*

Based on the study's findings, several practical recommendations are provided for government entities in Qatar to develop government communication strategies and practices in line with the needs and aspirations of the target audience:

**Prioritize Topics of Direct Public Interest:** There is a need to prioritise topics and issues that directly concern the public in government communication content rather than focusing solely on government achievements. Results showed variation in public opinions about the current content's focus on their interests, indicating a need to reconsider priorities when planning content to ensure the citizen is the central focus. This requires government leaders to adopt a participatory vision by continuously listening to citizens' voices, understanding their needs and expectations, and translating this into effective government communication plans and programs.

**Enhance Visual Appeal of Government Communication Content:** Work to enhance the visual appeal of government communication content by including more visual elements such as images, videos, and infographics, with attention to quality and creativity in design. Results indicated that this characteristic positively affects public satisfaction and engagement with the content. Government leaders should mobilize

the necessary resources and expertise to produce outstanding and eye-catching visual content and utilize modern graphic design and film editing techniques to add more appeal and impact to communication messages.

**Encourage Interactivity and Mutual Dialogue with the Public via Government Communication Platforms:** Avoid limiting communication to a one-way approach. The study revealed that encouraging public interaction with government content increases satisfaction and engagement. This requires government institutions to allocate trained teams for effective communication with the public, regularly addressing their inquiries and feedback and posing topics and questions that stimulate constructive discussions. Additionally, it necessitates support from senior leadership to foster a culture of openness and interactive communication with citizens as a government priority.

**Develop Tools and Platforms Used in Government Communication:** Ensure they offer diverse options and channels for interacting with content, such as voting tools, surveys, and suggestion boxes. Despite the positive results showing government communication platforms' superiority over traditional media, public satisfaction with the currently available interactive tools varies. This highlights the need for government leaders to strategically plan periodic updates to the technological infrastructure of government platforms, adopt global best practices, and provide the necessary resources.

**Utilize Big Data and Smart Analytics:** Leverage the vast potential of big data and smart analytics tools to monitor and analyze the behaviour and interests of the target audience on social media platforms. This aims to improve content selection and identify the most suitable channels for communication. The study underscores the importance of understanding public needs and expectations as a fundamental approach to enhancing government communication effectiveness. Government leaders should adopt a data-driven decision-making culture and use modern technologies in data management and artificial intelligence to support strategic decisions in government communication.

**Conduct Regular Studies and Research:** Measure and evaluate the effectiveness of government communication from the public's perspective, using the results to continuously develop strategies and practices. As this study has shown, the public perspective is a crucial entry point for understanding the determinants of government communication effectiveness and ways to improve it. Government leaders need to establish a scientific methodology for ongoing assessment of government communication performance and encourage applied research in collaboration with universities and specialized research centers.

**Invest in Building Capacities:** Equip government communication personnel with the necessary skills and knowledge to keep up with rapid advancements in communication and public interaction technologies. Effective government communication requires qualified and trained personnel capable of addressing the challenges of the digital age efficiently. Government leaders should focus on training and continuous development plans for communication department staff, transferring global best practices, and fostering creativity and innovation in their work.

**Strive for Unified Efforts and Role Integration:** Ensure coordination among various government entities regarding government communication strategies and practices to deliver consistent messages to the public and enhance communication effectiveness. Fragmented efforts and conflicting priorities among government agencies can confuse the public and diminish their trust in the information provided. Senior government leadership should establish a coordinated framework for government communication at the national level, promote ongoing cooperation and coordination among relevant entities, and overcome obstacles to achieving a unified vision in this area.

**Strengthen Partnerships and Collaboration:** Engage with civil society institutions and media outlets in government communication efforts, leveraging their expertise and channels to reach the target audience and meet their communication needs. Effective government communication involves more than just government entities; it requires the combined efforts of all relevant community stakeholders. Government leaders should adopt a participatory approach in communicating with the public, build trust with civil

society institutions and media, and involve them in crafting and implementing communication strategies that serve the public good.

These recommendations emphasise the importance of adopting a strategic and comprehensive perspective in developing the government communication system, focusing on the target audience, investing in the latest technologies and human capacities, and relying on a scientific methodology for continuous measurement and development. They highlight the leadership role of government officials in steering the transformation towards more effective and interactive government communication by setting supportive policies, mobilising necessary resources, and creating an environment that fosters creativity and excellence in citizen engagement. By implementing these recommendations, government entities in Qatar can significantly improve public satisfaction and trust in government communication and effectively contribute to sustainable development and prosperity for the Qatari community.

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