The Relation Between the Organizational Media Performance and Public Perception In Dubai

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Abstract

This research focuses on social media management strategies for public perception in Dubai. The study fills the gaps and enables this study in Dubai in the media organizations and their impact on public perception in Dubai between the context of the existing evidence and its practical applications. This study aims to assess the impact of social media management tools on public perception in Dubai, to study the effects of social media goles on public perception in Dubai, and to measure the impact of using multiple platforms on public perception in Dubai.

Keywords Organizational Media Performance , social media management tools , Public Perception

1.1 Problem Statement

The media in the current era has made it possible to turn the world into a global village to obtain information about every aspect, when there are no restrictions on access to information on various issues of importance, people can access all kinds of information they choose (Cai, McKenna, & Waizenegger, 2020) The media is able to strategize to produce the desired effects in a society or for the people who live in that particular society. (Wang, Graziotin, Kriso, & Wagner, 2019) that people shape their perceptions according to what is presented to them by the media. (Oh, Lee, & Han, 2020).

Perception plays a very important role in making some issues important and some not, for many reasons. Sometimes perceptions are affected by many other things. (Denisova, Cairns, Guckelsberger, & Zendle, 2020)

The use of multiple platforms for social media has been subject to a lot of scientific research, but few of these studies focused on the number of these platforms. Meeting the expectations that individuals aspire to in the field of checking updates and responding in a timely manner. Knowing the extent of the impact on public perception and perception as a result of the multiplicity of social platforms is an issue that needs study and research, which requires a refutation of the basic system of content provided by the means of communication and examining its suitability for the message. Media to be communicated through social media. (Faelens, et al., 2021); (Schillinger, Chittamuru, & Ramírez, 2020); (Troussas & Virvou, 2020) ; (Vannucci, Ohannessian, & Gagnon, 2019).

In addition, in the past, public opinion could not give their idea on some issues through the media. People from different societies were unaware of the events occurring in their communities worldwide. Still, the emergence of the technological revolution and the development of journalism may help through social media in opening spaces for the audience to express their opinions and perceptions. It may be a problem due to the possibility of these means affecting the public negatively in reaching the truth and correct expression of the public's orientations, which is what the current study will try to answer (Krishna, 2020).

Turning the whole world into a global village has made it possible for people to get information about every aspect, and this is only possible through the media in the current era, when there are no restrictions on access to information on various issues of importance. People can access all their data (Cai et al., 2020). The media can strategize to produce the desired effects in a society or for those who live in that specific society (Wang et al., 2019). People shape their perceptions according to what the media presents (Oh et al., 2020). Perception plays a vital role in making some issues essential and some not, for many reasons; Sometimes perceptions are influenced by many other things (Denisova, Cairns, Guckelsberger, & Zendle, 2020).

The media's primary goal is to present various issues to the general public to form their perception and opinion. In many cases, the media plays a significant role in directing these perceptions and beliefs (Landgren & Smith, 2019). Societies depend on the media to provide information, but this may differ from one individual to another. Hence, the problem lies in the media's intended targeting of the public on specific issues and situations (Merchant & Lurie, 2020). Furthermore, the press can be strong enough through its monitoring function. It can have a powerful influence through contemporary news media and its socialization function, which is to transmit a particular culture among the members of society; so the problem here lies in the availability of the critical perception of the public receiving the media message through social media, and not to cause the deviation of its convictions, as social media is a double-edged sword that may serve the sound convictions of the public and may mislead the awareness that

formulates those convictions (Duffy & Chan, 209).

This study had conducted to determine the general perception of social media management tools in media institutions in Dubai as a window for communication between individuals. Still, it has become the most important tool for influencing and shaping public opinion and raising and educating young people politically in the Arab world. On the other hand, it has become an ideal platform for extremist and terrorist groups to spread their destructive ideas, recruit young people and brainwash them. Additionally, this raises several important questions, including what is the nature of the factors that enhance the role of social media. Moreover, what is its influence in making and shaping public opinion? How does it affect the shaping of awareness among young people andenhance their political participation? What challenges does it pose to the security and stability of Arab countries? How can these platforms be reorganized and tuned?

In public perception, the media is a mobilizing factor among people but also influences specific issues. Public perception in Dubai is critical; one can respond to a stimulus based on any perceptions one has. Furthermore, in this study, perceptions played a vital role in making the media issue important to all. In addition, in this particular case, the media played a severe part in building a reality related to public perception in Dubai, as people began to take the media as society's essential and only reality.

Using social media management tools applications for organizations with employees with essential information technology skills who use social media makes this technology a critical research issue to determine the importance of transforming. These applications are in the process of influence sought by the media on the audience. Thus, the most significant obstacles to achieving this goal were examined (Xia, Robinson, Zahay, & Freelon, 2020); (Alghamdi & Plunkett, 2021); (Verganti, Vendraminelli, & Iansiti, 2020).

In addition, social communication gowals intersect with the ambition that media organizations seek; these goals for social media result in challenges that require more focus on aspects of conversations as they are the media in this field. Moreover, therefore need research and refutation on ho to engage people and develop their communication (DePaula, Dincelli, & Harrison, 2018); (Grover, Kar, & Ilavarasan, 2019). the goals of social media determine the purposes of media organizations by knowing what these institutions are trying to achieve and what obstacles they face in this field, especially with the existence of political strategies that use these means, such as pressure on decision-making at the national and international levels .

The use of multiple social media platforms has been subject to much scientific research, but only some of these studies focused on the number of these platforms. Updates and timely responses to examine the factors through which cognitive stress and problems that may result from the diversity of these multiple platforms are avoided, such as anxiety, depression, and increased stress. Knowing the emotional impact of the multiplicity of social media on the public is an issue that needs study and research, which is This requires a refutation of the primary system and its suitability and clarity in terms that define the general form of the media message

through social media (Wanniarachchi, Mathrani, Susnjak, & Scogings, 2020); (Faelens, et al., 2021); (Schillinger, Chittamuru, & Ramírez, 2020); (Troussas & Virvou, 2020); (Vannucci, Ohannessian, & Gagnon, 2019).

1.2   Research Objectives

In line with the general objective of the research, which is to examine the impact of social media management on the public in Dubai, the study explores the following objectives:

- To examine the impact of social media management factors in government media organizations (use of social media tools, goals, multiple platforms, content quality, follower interaction, scheduled publication, and metrics analysis) on the public perception level in Dubai.
- To examine the impact of the performance of organizational media in government media institutions on the level of public perception among the public in Dubai.
- To examine the mediating impact of organizational media performance on the relationships between social media management factors (use of social media tools, goals, multiple platforms, content quality, follower interaction, scheduled publications, metrics analysis) and public perception in Dubai.

1.3   Significance of the study

The results of this research will add great knowledge to the body of literature by highlighting the important relationship that exists between the investigated variables amid measures to be followed in the management of social media in Dubai, with the aim of real positive impact on the level of cognition. The general view of the public in the Emirate of Dubai towards its role and the role of media institutions in the emirate in achieving the general objective of the research, which is to improve the level of influence on public perception among the public through the management of social media.

1.4   Scope of the Study

This research study begins by investigating the impact of social media management tools on the perception level of the public in Dubai: the mediating role of the performance of media organizations in order to enhance the opportunities to benefit from the available social media in particular, and to establish a structure for presenting the study as well as for the research context. The study will also be used to determine the relevance of this research study to previous research as well as social media goals, use of multiple platforms, content quality, Follower interaction, scheduled posts, and metrics analysis, while the performance of media organizations mediates the relationship between social media management and public perception in Dubai. The main source of empirical data for this research study will be generated through a set of quantitative surveys.

1.5   Organisation of Thesis

The research focuses on the background of the study, defines the problem statement,

clarifies the research questions and objectives, the significance of the study, and the scope of the research and illustrate the previous studies that can access in light of the justification of the previously mentioned research questions and the research objective of this study and discusses previous studies related to the current study.

First : LITERATURE REVIEW

This section focuses on Dubai, a star in the Middle East, the Dubai public-sector strategic planning process, Dubai public-sector innovation, supporting theories, conceptual frameworks such as social media management tools and social media goals and the use of Multiple platforms, content quality, follower interaction, scheduled publications, and metrics analysis for public perception. At the same time, the organizational media performance comes as mediation. Moreover, follow the research hypotheses and previous studies.

1. Governmental media organizations in the UAE

During its session, the Council of Ministers approved the general framework of the media strategy for the UAE in January 2020, which is supervised by the Media Office of the UAE government, as it includes the most important directions and initiatives to enhance the status and reputation of the UAE at the regional and global levels. (Darwish, 2017). All media institutions dealing with various types of audio, visual, print and digital media content in all emirates and free zones of the country must comply with the media content standards contained in Federal Law No. 15 of 1980 regarding publications and publishing, and other applicable laws and regulations. The media regulators in the UAE at the federal level are as follows (The Official Portal of the Government of the United Arab Emirates, 2023)

National Information Office (NMO)

It represents a new media unit that is responsible for developing the media system in the country, and strengthening the country's media position at the regional and global levels. The office will develop coordination and cooperation mechanisms between media agencies, in addition to preparing influential national media leaders.

The functions of the office include proposing and setting media strategic plans, legislation, regulations and decisions related to media development, monitoring their implementation, in coordination with the concerned authorities, training national media cadres, developing and organizing the work of official spokespersons, representing the country in conferences and media events inside and outside the country, and preparing research and studies in the field. Media, coordination with official and private media on national issues, and development of strategic relations with Arab, regional and international media.

The National Media Bureau reports to the Minister of Presidential Affairs, and enjoys financial and administrative independence. Its main headquarters is located in the city of Abu Dhabi. Branches or offices may be established for it inside or outside the country by a decision of the Minister. The Emirates News Agency shall be attached as a unit under the head of the office, provided that the agency's administrative and financial regulations and bylaws shall

continue to work. The following are the organizers of the media work in the United Arab Emirates (the official portal of the Government of the United Arab Emirates, 2023).

Media Regulation Office

The Media Regulation Office manages and regulates media activities in the UAE, including free zones. The office operates under the supervision of the Ministry of Culture and Youth, and undertakes a number of specializations and tasks that were previously under the responsibility of the National Media Council. Note (The name of the ministry was changed from the Ministry of Culture and Knowledge Development to the Ministry of Culture and Youth, after the National Media Council and the Federal Youth Foundation were included in it.

The tasks and responsibilities of the office include preparing research and forward-looking studies, listing the requirements and opinions related to the field of media and publishing in the country, studying, proposing and drafting legislation, regulations, standards and foundations necessary for regulating and licensing media and media activities in the country, including media and electronic publishing, and accrediting journalists and foreign media correspondents, including Free zones, in addition to studying, proposing and drafting legislation, regulations, standards and foundations necessary to monitor media content in the country, including free zones, proposing a document on media behavior and ethics, in a way that preserves the public's right to obtain information from its source, and combating misleading news and unprofessional media practices, as well as The Media Regulation Office provides many electronic services in the media field for individuals and government agencies (The Official Portal of the Government of the United Arab Emirates, 2023).

2. The concept of strategic planning and public sector innovations in Dubai

The Dubai Management Strategy is a future framework that defines the roadmap, long-term goals, and objectives required regardless of organizational management changes (Ben-Romdhane, et al., 2020). strategic planning for Dubai is a set of concepts, procedures, and tools that organizations use when determining their general strategic direction and the resources required achieving strategic goals. In the Emirate of Dubai, strategic planning revolves around highlighting where the emirate is, where the city wants to be, and how the city will get there with the financial and other resources required in advance .

The Dubai Government Strategic Planning Guide highlights a planning framework for the city. Four new sectoral committees have been established to support the Executive Council, each responsible for a critical area of government business (Noori, de Jong, Janssen, Schraven, & Hoppe, 2020). the Dubai Strategic Strategy will develop sectoral plans that define a series of goals for the economy, trade, social development, safety and security, justice, infrastructure, lands, and the environment (Sankaran, Müller, & Drouin, 2020). In addition, these strategic plans for Dubai contain strategic goals, tasks, and objectives for the department's authorities about achieving each of the goals and the work programs required to achieve them. (Khan, Woo, Nam, & Chathoth, 207)

It is also necessary to note that many public sector organizations in Dubai have established Strategic Planning and Operations Units in the Dubai Economic Council, whose main objective is to formulate and enhance strategic planning for the municipality, including creating an improved business environment. The organizations from both the public and private sectors are increasingly adopting the practice of strategic planning in anticipation that this would translate into improved performance in Dubai. (Ali, 2012).

Over the past two decades, some of the most pressing questions have emerged of all forms and levels of government around the world; is how to define and simplify national development priorities and how to respond gracefully to the citizens' demands and how to integrate technology into the public sector and bring about a fundamental change in the outdated organizational culture (Ang, 2019). So that the technological developments in Dubai and the Emirates, in general, facilitated the modernization of public administration in the Emirates and the prevailing belief that innovation is the public sector (Sarker & Rahman, 2020).

In Dubai and the United Arab Emirates, the wide spread of social media in government agencies and departments is one of the fundamental paradoxes of technology and social media use in the twenty-first century. Which entered the central government departments and used it has become an essential tool in citizens' engagement with the government and as a strategic means of communication (Tauber, 2020). The initiatives work in Dubai's overarching strategic planning framework to increase citizen satisfaction while simultaneously dismantling government vertical silos and uniting different entities on a common e-government platform (Nielsen, 2020).

3. Media strategy for managing social media in Dubai

It has been shown - from the reality of the internal survey - that there is a strong awareness among workers in federal government agencies, and many federal and local government agencies have begun to understand the usefulness of using social networking sites. However, most, if not all, of these entities lack a guide that includes guidelines to help them enhance the benefits of these tools and avoid their potential risks.

The Communications and Digital Government Regulatory Authority (TDRA) implements the policy of managing Internet access in the UAE, in coordination with the Media Regulatory Office and licensed Internet service providers in the country, Etisalat and Du. The Internet access management policy consists of certain frameworks and categories that must be taken into consideration by Internet service providers, to ensure Internet security and protect end users from harmful websites that contain material that contradicts the religious and moral values of the UAE (Nuseir, 2018).

The Authority monitors the electronic content available to users in the UAE, and notifies the operators of Internet sites in the UAE of any potential violations of the Internet Access Management (IAM) policy. The Authority also monitors online advertisements, including advertisements for medical products and services and other specialized products and services.

(The official portal of the (UAE, 2022).

In January 2020, the Council of Ministers approved during its session the general framework of the media strategy for the UAE, which is supervised by the Media Office of the UAE government, as it includes the most important directions and initiatives to enhance the status and reputation of the UAE at the regional and global levels. The National Media Office (NMO) is a new media unit that is responsible for developing the media system in the country, and strengthening the country's media position at the regional and global levels. The office will develop coordination and cooperation mechanisms between the media, in addition to preparing influential national media leaders (Ahmad, Bakar, & Ahmad, 2019).

The functions of the office include proposing and setting media strategic plans, legislation, regulations and decisions related to media development, monitoring their implementation, in coordination with the concerned authorities, training national media cadres, developing and organizing the work of official spokespersons, representing the country in conferences and media events inside and outside the country, and preparing research and studies in the field. Media, coordination with official and private media on national issues, and development of strategic relations with Arab, regional and international media (Darwish, 2017).

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Influencers and social media celebrities are obligated to obtain a license from the National Media Council if they engage in advertising activities through their accounts. The license fee is 15 thousand dirhams for a period of one year, renewable for similar periods. The Council shall decide on an application for issuing or renewing a license within a period not exceeding 30 days from the date of submission of the application, in compliance with the terms and conditions. All media organizations dealing with various types of audiovisual, print and digital media content in all emirates and free zones of the country must comply with the media content standards set forth in Federal Law No. 15 of 1980 regarding publications and publishing, and other applicable laws and regulations. (Abaido, 2020).

In 2018, the UAE National Media Council issued the Electronic Media Regulation, which

aims to support the electronic and digital media industry and regulate its activities. This system applies to all electronic media activities carried out within the country, including free zones. Accordingly, it is prohibited to practice any of the electronic media activities specified by the Council except after issuing a decision approving the granting of the license in accordance with the laws and regulations. Those responsible for electronic media activities existing before the issuance of this system must correct their conditions in accordance with the provisions of this system, until May 31, 2018 (The official portal of the UAE government, 2023).

The regulation regulating the use of social media by federal government employees approved by the Council of Ministers Resolution of 2014 aims to direct and instruct the employee on how to use social media in a responsible and safe manner, when discussing various contemporary issues with the public, and how to express his personal opinion in a manner that does not offend or harm his reputation. career, or the reputation of the state, its policies and directions, or the reputation of government agencies and individuals in general, and his respect for the rules of professional conduct stipulated in various laws and his care not to violate them (The official portal of the UAE government, 2023).

The UAE sets national standards for media content, and requires all local media organizations operating in the UAE to adhere to them. In October 2018, the National Media Council issued the official advertising guide in the UAE, which defines the principles, frameworks and standards that govern advertisements in the new media and its tools, including social networking sites, with the aim of developing a practical framework for advertisements, and protecting the public from any advertisements that do not comply with the standards. . The guide also specified licensing conditions for individuals and companies to engage in advertising activities and their fees (Al Naqbi, Al Momani & Davies, (2022).

4. Supporting Theories

Different supporting theories may be appropriate to present the case of the framework of this study to clarify the variables used in this study. The following sections explain these supporting theories with supporting arguments. These theories, including social network theory and McLuhan media theory, have various antecedents for organizational performance that go beyond knowledge and can cover organization resources, including processes, competencies, and technology.

4.1 Social Network Theory

Various research traditions have shaped the current state of social network theory; as summarized by (Scott, 1991), three lines of research contributed to the early development of the theory: The social analysis tradition, which draws on graph theory methods from mathematics; The interpersonal tradition, which focuses on clique formation among a group of individuals; The tradition of anthropology that explores the structure of community relations in less developed societies

It was in the 1960s that these traditions of research developed into a coherent theoretical

framework when several sociologists developed the social network approach by synthesizing and extending earlier theoretical traditions to understand formal and informal social relations. For example, a sociometric view of social networks has been developed, focusing on structural properties, such as the relative location of individual nodes in the network.

Through this theory, the researchers also developed various social networking techniques, such as the use of tools for managing the means and objectives of these means and how to use multiple platforms and content aspects.in addition to measuring the interaction of followers and scheduled publications, analyzing metrics to measure the general management of the public towards an issue and the extent to which the performance of corporate media is affected by these tools by proposing mass modeling and multidimensional scaling. Cluster modeling considers a node's specific position in the social network. This method enables researchers to identify nodes with similar locations in the network, the so-called structurally equivalent nodes. On the other hand, the measurement technique allows researchers to convert social relations into the social distance, thus mapping these relationships into social space (Wasserman & Faust, 1994). Three major network concepts have systematic research on network effects: centrality, coherence, and structural equivalence. (Freeman, 1979) proposed three specific measures to indicate structural centrality: degree, closeness, and affinity.

Furthermore, (Freeman, 1979) evaluates how different forms of network centrality interact with information flows differently. For example, a simulation study by (Borgatti, 2005) identified a type of flow process. It showed that the values of different central attitudes depend on the characteristics of the process (spreading gossip versus delivering goods).

4.2 McLuhan Media Theory

Through this theory, it is clear that the style and content have an actual impact on the modern multidisciplinary media work that is dependent on social media (Genosko, 1999). Follower interaction, use of social media management tools, social media goals, use of multiple platforms, content quality, scheduled publications, and metrics analysis, so that these dimensions are systematically and mediately linked to public perception and awareness of social and political issues.

5. Research Hypotheses

This model consists of nine main independent variables: the use of social media management tools, social media goals, use of multiple platforms, content quality, follower interaction, scheduled publication, and analysis of public perception. Organizational media performance is a mediator, and this model attempts to explain social media management tools to improve the performance of media institutions and their impact on public perception in Dubai.

5.1 The Relationship Between Organizational Media Performance and Public Perception

Through social media tools (use of social media management tools, social media goals, use of multiple platforms, content quality, follower interaction, scheduled publication, and metrics

analysis), organizations can communicate information and respond to competitors at minimal cost and improve organizational awareness. The ability to share and access information can affect the performance of these organizations. Still, there needs to be more research on the link between organizations' adoption of social media and their performance. The use of social media affects corporate performance and improves its level of public perception and its relationship to organizational media performance. These findings can help managers and decision-makers in the corporate sector keep up with research on social media innovations and enable them to take advantage of social commerce as it becomes more widespread. This has implications for social media experts and anyone who wants to encourage the use of social media by SMEs. Terms of Authenticity/Value - The study developed an appropriate multi-perspective framework covering various factors that may influence social media use. I also experimentally tested the framework on a sample of organizations from the United Arab Emirates (Ahmad, Bakar, & Ahmad, 2019); (Saxton & Guo, 2020).

Where the study of (Mickoleit, 2014) focused on the dependence of government institutions in Malaysia on social networking sites, especially Facebook, to disseminate information to the general public by creating a model for e-government engagement that includes five categories for disseminating information through Facebook, and engagement levels are measured through three indicators Like, share, comments.

H1: There is a positive correlation between organizational media performance in government media organizations and public perception in Dubai.

6. Sample Size

The appropriate sample size is always essential to achieve good results and analyses. There is no single technique for calculating sample size. While the more significant the sample sizes, the more robust the statistics, there are other factors to consider (Prajapati, Dunne, & Armstrong, 2010); (VanVoorhis & Morgan, 2007); (Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).The sample size may be limited to sufficient size to analyze the proposed model and achieve the objectives. It is assumed that an appropriate sample size will respect two excellent sample size rules, one is the right sample size for SmartPLS requirements, and the other is the adequate sample size based on the value of the statistical power "P" (Prajapati, Dunne, & Armstrong, 2010); (Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014); (Creswell & Miller, 1997).

In this paper, the adequate sample size is determined using the rule of thumb mentioned by Cohen (1988) with the help of the G* power analysis software. The setup used in G*Power follows that of Dattalo (2008) but with up to 95% power. The settings used were (alpha = 0.05 and beta = 0.95), F-test, 'multiple linear regression: fixed pattern,' and R^2 deviation from zero. Furthermore, tools like G-Power can estimate the adequate volume of 138 samples.
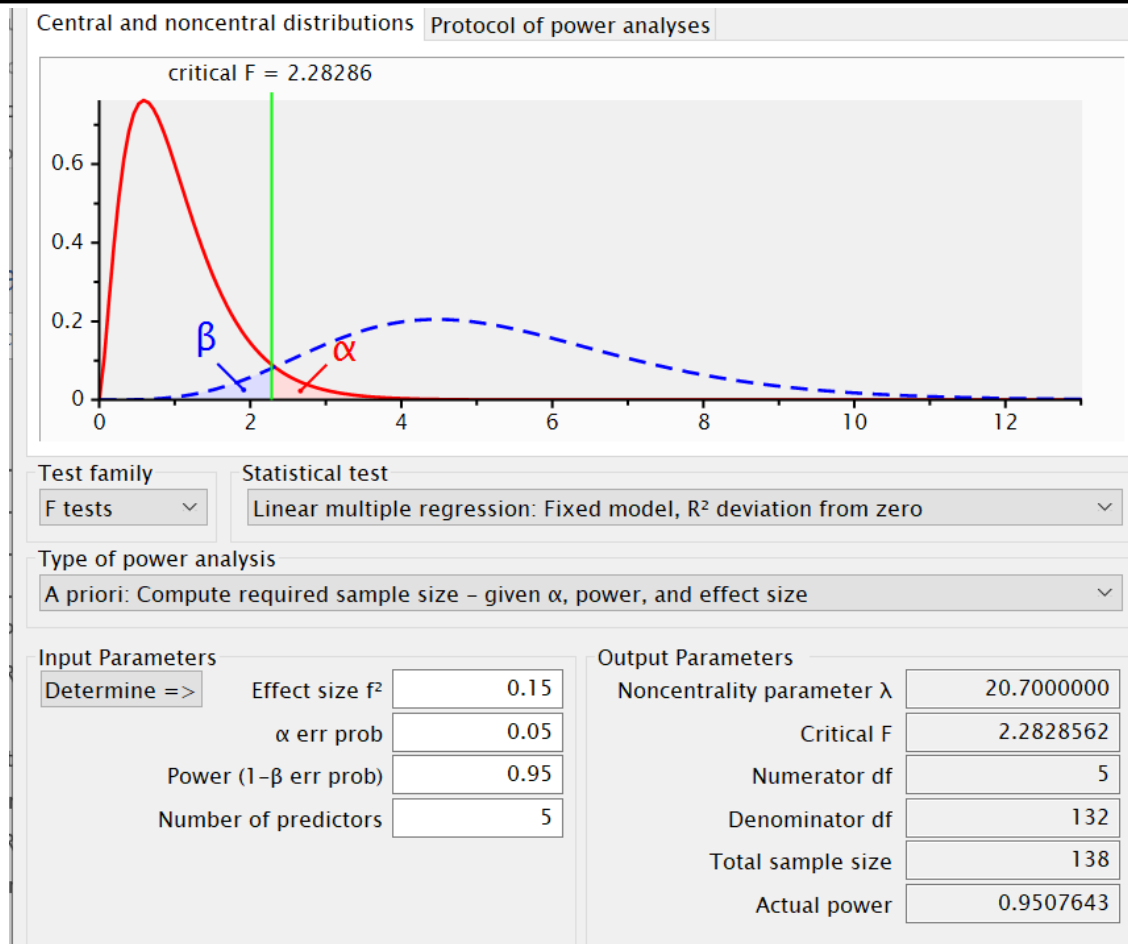
Figure 1: Effective sample size using GPower

Another popular sampling method is Morgan's formula (1970). If the population variance and the probability of success of the studied variables are unknown, statistical procedures cannot use to estimate sample size. Moreover, the Morgan and Kerjcie sample table is used in this case. The maximum number of samples can provide through this table. The following statistical formula is used to estimate sample size:

$$S = \frac{X^2 NP(1-P)}{d^2(N-1)+X^2}$$

S, N, P, d, and X2 represent the number of samples required, the population, the percentage of the population (here 0.5 indicates that it provides the maximum number of samples needed), and the precision expressed (here, it equals 0.05). The chi-square value with one degree of freedom at a significance level of 95%, respectively. This research population includes 2.6 million, and the sample size, based on Morgan's table, is 384 .
The sample size (n) is calculated according to the formula:

$n = [z2 * p * (1 - p) / e2] / [1 + (z2 * p * (1 - p) / (e2 * N))]$

where: $z = 1.96$ confidence level (α) at 95%, p = proportion (expressed in decimals), N = population size, e = margin of error. $z = 1.96$, $p = 0.5$, $N = 2600000$, $e = 0.05$

$n = [1.962 * 0.5 * (1 - 0.5) / 0.052] / [1 + (1.962 * 0.5 * (1 - 0.5) / (0.052 * 2600000))]$

$n = 384.16 / 1.0001 = 384.129$

$n \approx 384$

The target sample size is 384. It respects the minimum sample size for PLS analysis (50) and the adequate size (138). After cleaning the data, the researcher plans to collect more than the target sample size to secure a proper sample size.

Required Sample Size†

Population Size	Confidence = 95% Margin of Error				Confidence = 99% Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1167	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

Results and Recommendations

This research aimed at presenting the theoretical background of the research and deriving hypotheses by analyzing and clarifying the main concepts and terms related to the field of

research. The research focused on the fact that strategic planning for Dubai is a set of concepts, procedures and tools used by organizations when determining their general strategic direction and the resources needed to achieve strategic goals. The research also presented social network theory and mcluhan media theory, and the researcher concluded the research by clarifying the relationship between the main variables for deriving the hypotheses.

The research provides a conceptual framework that can improve the performance of media organizations to disseminate, identify and enhance various vital characteristics of their proactive behavior, leading to improved public perception. In addition, developing a collaborative culture in managing social media is an additional contribution to knowledge.

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