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# THE MEDIATING EFFECT OF SOCIAL MEDIA ON THE RELATIONSHIP BETWEEN GOVERNMENT COMMUNICATION AND PUBLIC ATTITUDES IN THE UNITED ARAB EMIRATES

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## ABSTRACT

The objective of the study is to review and propose a model that should be tested empirically regarding the mediating role of social media between government communication and public attitudes in United Arab Emirates. For the social media the two important components are visibility and accessibility. For government communication, message strategies and information sources are critical and likewise, for public attitudes perception, trust, and engagement are critical. The framework of the study has been developed using the underpinning support of network society theory with the support of communication public relations model. The methodology proposed is based on primary causal research and the instrument has been developed and has also been checked for the reliability. The proposed model along with the instrument needs to be tested empirically which can benefit the government as well as the policy makers for the media activities.

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**KEYWORDS:** Social media, public attitudes, government communication, trust, accessibility

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## 1. INTRODUCTION

Social media is among the driving forces behind everything that individuals do globally, making it possible for people to engage with one another online (Asad et al., 2025). It is the power of social media having a significant impact on the lives of people living anywhere in the world, whether that impact be favorable or harmful, by subscribing to a number of applications and exchanging the content that is delivered by them, users can carry a lot of information (Hyland-Wood et al., 2021). Through social media, the government spread out messages to influence their people.

The intense interdisciplinary blending of public and international relations, media, institutional relations, communication departments, and other fields, parties to the same society, governments, and individuals have started to truly benefit from the government's communication system (Platania et al., 2022). On the other hand, as the need to achieve the objectives of sustainable community development has progressed, this system has also started to develop and provide more push toward tasks and goals (Elavarasan, et al., 2022). As a result, the use of social media has gained significant importance.

Currently, the pervasive influence of social media has reshaped traditional modes of communication for governance worldwide (Fenwick, McCahery, & Vermeulen, 2019), presenting both opportunities and challenges for governments across the globe seeking to engage with their communities effectively. To further explain these, Paul et al. (2020) investigated tailoring messages to specific cultural groups and using interactive features of social media platforms and found out that the governments can foster a more informed and engaged citizenry, ultimately enhancing the effectiveness of their communication strategies through social media (Paul et al., 2020).

The communication by the government is considered to guide the people about how they should react to a crisis (Abukari & Mwalyosi, 2020). Government communication is an interactive process for developing awareness among the community members during any crisis (Berger, 2020). The intricate interplay between social media communication and public policy formulation, as pursued by the political leadership of the UAE, remains underexplored because of controlled media of the country. As, one major reason behind lack of research in the government communication and public attitudes in UAE is the closed communication system and restrictions by the government to report anything negative especially about the country, therefore, people are reluctant in communicating

anything socially that make it harder for the government to understand fully and approach the community (Sakhnini, 2022). The issue in UAE is that the objective of the government communication is to guide the community members and to explain them the environmental or any social concern for developing understanding of the people about the processes that the government intend people to follow (Lee & Li, 2021).

The major challenge for UAE government is to encourage and influence public to engage and participate in government's programs for a more transparent and responsive government (Androniceanu, 2021). Especially in the times of crisis or emergencies, rapid and accurate communication is essential to ensure public safety and provide timely updates (Hussein et al., 2020). This argument is supported by Network Society Theory, however, its effectiveness especially in the context of UAE seems less evident because of the cultural diversity of the country. However, when information is spread through social media, misinformation and rumors can spread rapidly too, which can undermine trust in government and government communication especially in the context of UAE.

Given these challenges and opportunities on the benefit of using social media, this study aims to explore the public attitudes of the UAE public toward the government's use of social media platforms for government communication (Al-Omouh et al., 2023). Understanding on how the public perceives government communication through social media will provide valuable insights into a better communication strategy in fostering engagement and trust (Appel et al., 2020), towards the government when addressing UAE government issues. Hence, because of cultural diversity of the country it is important to include cultural dimension theory, with social network theory to develop a framework which may support government communication in shaping the community attitude, particularly with reference to the UAE and generally in any multi-cultural society.

Another critical aim is to understand the perceptions of Emirati society regarding the government's use of social media for information and policy dissemination (Arshad & Khurram, 2020). Public attitude can significantly influence the effectiveness of government communication strategies (Asad & Asif, 2025). Therefore, a question arises on how the social media using influence public attitude toward government communication? Which is yet unanswered, which shows a clear gap in the body of knowledge.

Moreover, while numerous studies have explored government communication strategies, challenges persist in the form of public distrust and the spread of misinformation (Asad et al., 2025). These challenges are particularly pronounced in the UAE, where traditional communication channels are often limited or controlled. The rapid rise of social media presents both opportunities and challenges for the government of UAE to communicate with the public. Therefore, there is a need to understand how social media mediates the relationship between government communication and public attitudes, especially in the unique sociopolitical context of the UAE.

Therefore, the main purpose of this study is to understand the role of social media in improving public engagement and trust and to address the effectiveness of the government communication using social media in UAE. Previous research has shown that in order to understand the trends in Emirati society (Fadhel et al., 2022; Hussein et al., 2020; Ahmad, Bakar, & Ahmad., 2019), it is necessary to investigate the challenges and factors that impede the methods of social communication used in the UAE from performing more effectively. The main

factor in achieving community engagement is how these challenges are met and surmounted.

## 2. LITERATURE REVIEW

Soni (2023) claimed that The United Arab Emirates (UAE) has emerged as a dynamic force in the Middle East. UAE has characterized by rapid economic development, modernization, and a proactive approach to governance (Soni, 2023). The UAE's media landscape is regulated by the National Media Council (NMC), which oversees both traditional and digital media (Soni, 2023). The NMC ensures compliance with laws that govern media content, including provisions related to defamation, national security, and public order. This regulatory framework aims to maintain ethical standards while promoting responsible journalism. Media ownership in the UAE reflects a mix of state-owned and privately-owned outlets.

Based on the most recent data of 2024, here is a detailed breakdown of social media usage in the United Arab Emirates (UAE) categorized by demographic groups, including gender, age, and platform preferences.

**Table 1: Social Media Users Demographics for UAE**

Demographic Group	Facebook Users	Instagram Users	Messenger Users	TikTok Users
Total Users	13.86 million	7.61 million	9.82 million	11.3 million
Gender Distribution	68.7% Male / 31.3% Female	64.7% Male / 35.3% Female	72.9% Male / 27.1% Female	71.4% Male / 28.6% Female
Age Group 18-24	18.50%	20.70%	14.90%	Data not specified
Age Group 25-34	42.60%	43.30%	42.80%	Data not specified
Age Group 35-44	26%	24.70%	28.40%	Data not specified
Age Group 45-54	9.10%	7.80%	9.80%	Data not specified
Age Group 55-64	2.50%	2.20%	2.70%	Data not specified
Age Group 65+	1.40%	1.20%	1.40%	Data not specified

Source: (Napoleon Chat, 2025)

The abovementioned table shows that Facebook and Instagram are the leading social media platforms in the UAE, with Facebook having 13.86 million users and Instagram 7.61 million users as of late 2024. Moreover, Social media usage in the UAE shows a male-dominated trend across most platforms, with men comprising approximately 64.7% to 72.9% of users, depending on the platform. Among the users 25-34 age group is the most active across all major platforms, indicating a strong presence of young adults in the digital space. Recently, TikTok has seen significant growth, with 11.3 million users aged 18 and above by late 2024, reflecting its increasing popularity among UAE residents. Moreover, Snapchat maintains a steady user base, with 5.09 million users, indicating its continued relevance among UAE's social media users.

### 2.1. Roles and Challenges of Social Media and Government Communication

Social media constitutes a central component of the UAE government's communication efforts, serving both as a means of delivering timely information and reinforcing national identity. Platforms such as Twitter, Instagram, and TikTok are employed not only for public outreach but also for shaping discourse in ways that reflect cultural norms and strategic interests (Singh, et al., 2020). The integration of AI technologies supports the tailoring of content to align with societal values and regulatory expectations, ultimately helping to sustain public trust and institutional credibility in a highly digitalized environment (Sulaiman et al., 2024). AI has significantly improved media efficiency, especially in content moderation, personalization and real-time analytics (Afify et al., 2019).

In terms of the challenges in government communication, there are several challenges such as the need for transparency, credibility (Sulaiman, et

al., 2025), and balancing informative versus persuasive communication (Swart et al., 2019). Governments must manage complex relationships with the media, political stakeholders, and as well as the public. Canel and Sanders (2013) provided a comprehensive overview of government communication as a specialized area within political communication (Gilard et al., 2022). They review three main theories and models that apply to government communication, such as agenda-setting, public relations, and trust-building (Canel & Sanders., 2013).

Hyland-Wood, et al., (2021) examined and suggest effective government communication strategies in response to the unique challenges posed by the COVID-19 pandemic. The primary objective of this article was to identify the communication needs of the public during a health crisis like COVID-19 (Hyland-Wood et al., 2021). Their findings are close the findings of the other researchers that in terms of the ability of governments to provide transparency, productivity, communication, and interaction at all levels is the key to the success of the country in the future (Elnaghi et al., 2019). In addition to that, Elnaghi et al., (2019) also included in their research the need for leadership in communication from governments, as it plays a crucial role in leveraging the power of the people to build trust and enhance communication effectiveness (Elnaghi et al., 2019).

Johansson and Raunio, (2019) make the case that government communication can be understood as organizing processes or applications of communication objectives that are applied through executive political power structures (Johansson & Raunio., 2019). Hence, communication must be a part of every government activity from planning to final implementation, and communication is a street that is two-way. The government communicates with the public and considers their concerns (Benedictis-Kessner, 2021).

Influential and progressive government organizations no longer rely exclusively on public relations divisions (Nelson, 2022). One of the most important functions of government communication is promoting national (or state-wide) conversation, which has shown to be necessary in the current day (Kim & Kreps., 2020). Hence, the current study may help in developing trust among the public to communicate freely considering the limitations of the government (Chen, et al., 2020). Additionally, it will guide the government to develop mechanism how the public attitudes can be developed positive through the government communication. This is the function of wise and competent government

communication in keeping track of societal and global changes in an effort to develop an excellent communication model that is advantageous to both decision-makers and the general populace of the country who are looking for a better life (Liao, et al., 2020). To compete with the private sector in branding, government communication has entered stages that seem "formal," but are nonetheless crucial (Chen & Wen, 2021). There is no question that you are on a safe, diverse British government website with regularly updated information when you enter any British government building or website (Darwish, 2017). Starting with the tagline, the fonts used, and moving on to the accurate information (DePaula & Dincelli, 2018). He gained credibility among the various government websites because of this (de Benedictis-Kessner, 2022).

Britain, like other nations, has experienced various periods of mistakes and failures throughout its history (Fuchs, 2021). As a result, it has the maturity and strength to present a positive model of government communication through which it deals with the public as an "ally" who has a right to know the truth rather than a resentful "opponent" who must be avoided and possibly deceived (Kanaan et al., 2024). This is the way of thinking that is appropriate for the modern era, when anyone trying to find the truth can do so with the click of a button (de Benedictis-Kessner, 2022).

Jihad Al-Khazen, a writer and journalist for the London newspaper claimed, "there is no government communication in our Arab countries, especially since all of those countries have a limit of freedom, and I expect that government communication will be possible in the future" because it was difficult to delve into the causes, what it is, and how to achieve it (Klein & Robison., 2020). In addition to the development of sophisticated experiences, it may be accomplished when we have educated leaders and a positive image of the authority (Pattyn et al., 2021). To maintain public trust and applying crisis management, governments during the COVID-19 pandemic had detrimental and long-lasting effects on society and the economy, changing people's habits and ways of living (Wen et al., 2021). Information is crucial in these uncertain times since society is filled with many concerns (Nicola, et al., 2020). Government communication during the pandemic should follow a number of guidelines, including balancing the needs and expectations of all citizens, highlighting the idea that their welfare is a top priority, and addressing and informing all societal segments about COVID-19 issues (Jallow et al., 2021).

## 2.2. Social Media

Social networking websites are the driving forces behind everything individuals do globally, making it possible for people to engage with one another online. Its power has a significant impact on our lives, whether that impact be favorable or harmful (Appel et al., 2020). It is also tainted by numerous negative aspects that we must caution against, including time-wasting (Akram & Kumar, 2017), which can result in addiction, seclusion from reality, poor interpersonal relationships, a lack of face-to-face interaction, poor conversational skills, a lack of trustworthy sources, the spread of harmful ideas, rumors and lies, impersonation, and forgery and the infringement of both public and private rights (Hayes, 2022).

Second, effective communication through the promotion of social networking sites for human social relationships (Klinger & Svensson, 2015), as it enables them to make new friends, learn about the customs and traditions of people around the world, and exchange various cultures between people (Liu et al., 2010), which develops a variety of skills related to their capacity to interact with people of various social classes and nationalities (Luo et al., 2022).

Thirdly, as a promotional tool, it works well to advertise trade firms' goods and services (Lyu et al., 2020). Its advantages include low cost, quick efficacy, and higher earnings. Fourth, the simplicity of sharing viewpoints since it offers a person a singular chance to communicate his or her views, innermost thoughts, and inclinations (Pekkala & Zoonen, 2022; Macarthy, 2021). Additionally, it made it possible for people to participate in the expression of opinions and to easily share ideas and opinions on a particular topic with many people from anywhere at any time.

Conversely, as some see social media as a platform or their own media platform to influence young people's minds and shift their right thinking and views, it may be used to promote subversive notions (Carr & Hayes, 2015). By disseminating incorrect, subversive views that might result in intellectual, moral, and national deviation and ultimately land them in jail. Social networking sites are a two-edged sword that you may employ for marketing and development (Auxier & Anderson., 2021). Overuse may develop into a true addiction and can be fatal. As a result, it is a bug that may eat up a lot of time each day. It prevents us from enjoying the pleasure of being in the present and engaging in the natural activities that are possible in human existence (Fuchs, 2021).

Applications and websites that are used to share information over the World Wide Web via computers or mobile devices are referred to as social media

(Bonsón et al., 2019). Any online communication platform that enables users to exchange material is sometimes referred to as social media (Can & Alatas., 2019). Additionally, social media material is widely disseminated and produced by a big number of users, reaching millions of people, as opposed to conventional forms of communication, when information is produced by a smaller number of individuals (Mayfield & Mayfield., 2023; Bessarab, et al., 2021).

## 2.3. Public Attitudes

There is a growing body of literature emphasizing the pivotal role of government communication in shaping public trust, which is relates to public attitudes, particularly during times of crisis (Al-Omouh et al., 2023). Lee and Li (2021) investigated the role of transparent communication by organizations in shaping public attitudes and compliance with health directives using quantitative research method (Mansoor, 2021; Martín et al., 2018). Factors influencing public attitudes include social class, ethnic origin, age, educational level, and personal experiences with mental illness (Lien et al., 2019).

Efforts to change public attitudes should focus on education, awareness campaigns, and tailored interventions for specific demographic groups (Phillipson, et al., 2019; McGregor, 2019). By addressing misconceptions and promoting understanding, it is possible to create more inclusive and supportive communities for individuals living with mental illness. Communities often have established norms and expectations that dictate acceptable behavior (Westra & Andrews., 2022). These social media contribute to a shared understanding of what is considered appropriate or inappropriate within the community (Swart et al., 2019).

Sharing knowledge is regarded as a crucial social interaction process (Ganguly et al., 2019; Swart et al., 2019) and takes place at the level of the individual, the group, or the organization. Knowledge sharing includes both "donation" and "collection" at both the individual and group levels (Vrontis et al., 2021; Balle et al., 2020). Employee incentive to actively connect with coworkers and consult with them to learn from them is referred to as knowledge donation (i.e. knowledge collection). The process of gathering, organizing, reusing, and disseminating experience-based information that exists within an organization and making it accessible to all staff members is known as knowledge sharing at the organizational level.

The economic conditions of a people can impact its attitude towards various aspects of life, including work, wealth distribution, and the pursuit of economic opportunities (Bapuji et al., 2020). Likewise, the level of education and access to information within a community can affect its attitude towards innovation, inclusivity, and openness to diverse perspectives. Numerous predictors were able to explain baseline scores, but the most reliable explanatory factors for positive changes in attitude, knowledge, and behavior seemed to be country of residence and rural-urban disparities (Braun et al., 2018).

Moreover, the geographical location and natural environment can influence the lifestyle and priorities of a community (Abukari & Mwalyosi, 2020). Besides the demographic factors that influence social media users' attitude, advancements in technology and communication also can shape the way communities interact and share information. Access to digital platforms and social media can impact the speed at which attitudes and opinions spread within a community (Borowski et al., 2020).

## **2.4. Research Framework**

To develop the research framework the underpinning support of Network Society Theory and Communication Public Relation Model are used.

### **2.4.1. Network Society Theory (Manuel Castells)**

Network Society Theory, pioneered by sociologist Manuel Castells published in 1996, provides a framework to understand the impact of social media communication on various aspects of public attitudes. This theory provides substantial support for the argument of government communication via social media and its impact on public attitudes (Klinger & Svensson, 2015). Network society theory is an approach which guides the influence of mass media over the listeners and target audience (Bennett & Pfetsch, 2018). Therefore, developing and establishing a relationship between the sender, medium and the receiver (Asad et al., 2025). The elements used by network society theory are the sender of the message and the receiver of the message, in the old times when the theory was introduced, only one way communication was performed like media was television, radio, and newspaper.

However, in the current world social media has gained significant importance, where a dyadic communication has become possible. The theory of network society theory can be described as an "environmental theory" that examines society as an organic structure in which various social systems are

connected by ties and relationships (Castells, 2011). According to network society, power dynamics are often decentralized and fluid. Governments leverage social media to exert influence over public opinion, mobilize support for policies, and manage crises in real-time (Bennett & Pfetsch, 2018). This direct communication channel can bypass traditional media gatekeepers, allowing governments to frame narratives directly to the public.

Conversely, misuse or mishandling of social media can undermine trust and credibility, particularly if perceived as manipulative or insincere. Network society theory conceives of dependency as a relationship in which the fulfillment of one party's needs and goals is reliant on the resources of another party (Eismann, 2021). The premise of this theory is that people do not use media in a vacuum, free from the influence of the society in which they live (Eisenstadt, 2022). Thus, based on the above discussion, Network Society Theory provides a valuable framework for analyzing how government communication via social media influences public attitudes.

### **2.4.2. Communication-Public Relationship (CPR) Model**

The Communication-Public Relationship (CPR) model is a theoretical framework developed within the field of public relations and strategic communication. It emphasizes that the quality of communication between an organization and its publics is foundational in shaping the relationship which in turn influences how the public feels, trusts, and behaves (attitudes) toward that organization (Newton, 2020). This model originated from the public relations scholarship of Ledingham and Bruning in the late 1990s (Coombs & Tachkova, 2024). It emphasize in mutual understanding, trust building, and relational outcomes that focus on cultivating long term strategic relationships with public especially in situation where public attitudes and trust are critical (Prier, 2020), such as government communication (Soylemez, 2021).

The model explain that trust is the degree to which public believes the organization will act with integrity, reliability and fairness. The second dimension is commitment, when people have trusted the organization, they willingly to allocate time, resources and effort to sustain the relationship over time. Control mutuality is the third dimension that refers to the balance of power or influence in the relationship, where both the organization and the public feel they have 'power' in decisions that affect them. The last dimension that is mentioned in this model is satisfaction.

Considering the gaps in literature, while using the theoretical underpinning of Network Society Theory and Communication-Public Relationship (CPR) model, the following framework has been developed while taking government communication as an independent variable and public attitudes as dependent variable, however social media has been considered and proposed as a mediating variable.

Since this research investigates the government communication and public attitudes in UAE, through the Network Society theory which provides a macro-

level understanding of how social media reshape communication patterns and Communication-Public Relationship (CPR) model which explain a micro-level perspective on the quality of communication between an organization and its publics which is fundamental in shaping the relationship which in turn influences how the public feels, trusts, and behaves (attitudes) toward that organization. Based on the above-mentioned framework in figure 2 the following hypotheses are proposed.

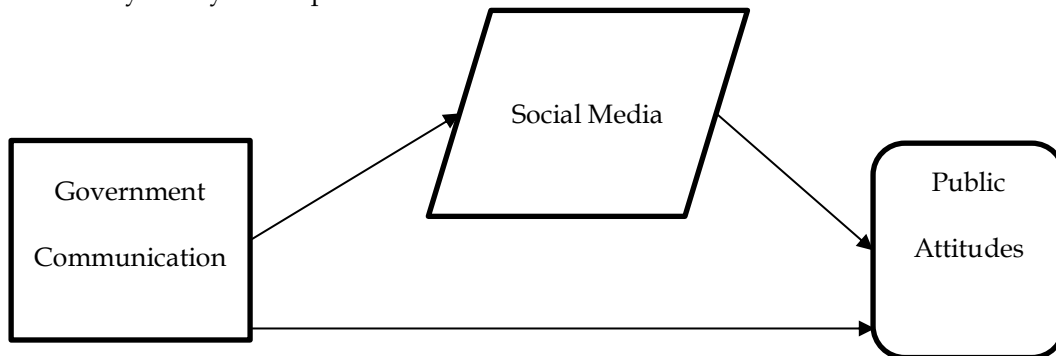


Figure 1: Theoretical Framework

H1: Government communication has a significant positive impact on public attitudes.

H2: Government communication and social media communication are interlinked.

H3: Social media has a significant impact over public attitudes.

H4: Social media mediates the relationship between government communication and public attitudes.

3. PROPOSED METHODOLOGY

This study adopts partially causal and descriptive research design since it attempted to identify the relationships between the variables while describing

the phenomenon being studied. The unit of analysis in this study should be individual employees working in the various offices of media in UAE Ministry of Media and Communication as well as the individual members of the public.

For the empirical analysis the sampling method used by McCarthy et al., (2022) who recommend quota sampling in web-based surveys is recommended. Considering the requirements of social sciences a recommended sample size of 377 is recommended (Sekaran & Bougie, 2016). For the measurement of the variables the items proposed are mentioned below with the sources from where the items are finalized.

Table 2: Government Communication items

No	Items	Source
	<b>Message</b>	Adapted from (Elling, Lentz, Jong, & Bergh, 2012)
1	I find government websites easy to use	
2	I had difficulty using government websites	
3	I consider government websites user friendly	
4	Government provides sufficient information through media they use	
5	I think government websites look unattractive	
6	The search option on government websites gives me useful results	
7	The search option on government websites gives me too many irrelevant results	
8	I know where to find the information I need on this website	
9	I was constantly being redirected on this website while I was looking for information	
	<b>Strategies</b>	
10	I find the design of government websites appealing	
11	I like the way government disseminate information	
12	I find the structure of government websites clear	
13	The convenient set-up of the government websites helps find information one looking for	
	<b>Information Source</b>	
14	I find the information provided by government is incomplete	
15	I find the information provided by government is precise	
16	The search option on government websites help to find right information quickly	

17	I find the information in government websites helpful	
18	The information in government websites is of little use to me	
19	This website offers information that I find useful	

**Table 3: Social media usage items**

No.	Items	Source
<b>Visible</b>		
1	Social media helps me better understand government policies.	Adapted from (Qalati, Li, Ahmed, Mirani, & Khan, 2021)
2	Social media helps me better understand government decisions.	
3	Social media helps me form opinions about government actions.	
4	Social media helps me form opinions about government policies.	
5	I trust government information more when it is shared on social media.	
6	Social media influences my attitude toward government communication positively.	
<b>Accessible</b>		
7	Social media platforms make government communication more accessible to me.	
8	Social media allows me to engage directly with government representatives.	
9	Social media helps bridge the gap between the government and the public.	
10	I feel more informed about government activities because of social media.	

**Table 4: Public attitudes items**

No	Items	Source	
<b>Perception</b>			
1	I believe that government authorities hide certain issues for political gain.	Adapted from (Qalati, Li, Ahmed, Mirani, & Khan, 2021); Kim, S., & Grunig, J. E. (2011)	
2	I believe that the government makes a lot of money through providing safety to people in the form of taxes.		
3	I believe that government authorities hide certain issues for financial gain.		
4	I believe that the government’s image is a big concern in the UAE.		
<b>Trust</b>			
5	I believe that I can rely on news given by the government source on social media.		
6	I am aware of the objectives of the government’s messages on social media.		
7	I believe the government communicates effectively on social media.		
8	My trust in the government has increased because of their communication on social media.		
9	I feel that the government is more transparent because of their communication on social media.		
<b>Engagement</b>			
10	I feel more connected to the government because of their presence on social media.		
11	I am more informed about government activities because of their social media updates.		
12	I understand the reasons behind the actions taken by the government through social media.		
13	I feel that the government is more approachable because of their engagement on social media.		
14	My overall attitude toward the government has improved because of their communication on social media.		
15	I am more likely to support government policies after engaging with their social media content.		

For the quantitative questionnaire survey, five-point Likert scales are suggested for the proposed study. Because this scale has the benefit of being simple to set up, use, and monitor. Furthermore, for the quantitative survey, use of Google Forms is

recommended with the desired demographics (Asad, et al., 2024; Awain et al., 2025; Asif & Bakar, 2025). To confirm the validity of the developed instrument pilot study was conducted and the results of 100 responses are mentioned in table 5.

**Table 5: Reliability and validity**

Constructs	Cronbach’s Alpha	Composite Reliability	Average Variance Extracted (AVE)
Public Attitude	0.916	0.732	0.523
Government Communication	0.932	0.756	0.517
Social media	0.918	0.715	0.594

The assessment of reliability and validity works as an important step in the pilot study because this makes the researcher aware of potential problems faced by the researcher at the time of data collection and analysis.

**4. CONCLUSIONS**

In conclusion, the proposed framework positioning social media as a mediating force between government communication and public

opinion demonstrates how digital platforms have become structurally embedded in the dynamics of contemporary governance. By integrating Castells' network society theory, the framework acknowledges that power and meaning now circulate through decentralized, multidirectional communication networks rather than traditional hierarchical structures. Social media, as a core node within these networks, transforms government messages into interactive, user-generated dialogues shaped by connectivity, virality, and algorithmic visibility. Simultaneously, applying the Communication/Public Relations (CPR) Model emphasizes that effective government communication is no longer defined solely by message dissemination but by relationship

cultivation, mutual responsiveness, and the co-construction of meaning with diverse publics. Within this integrated perspective, social media acts not merely as a transmission channel but as an active mediator that filters, reframes, amplifies, or contests governmental narratives through user engagement, networked interactions, and relational feedback loops. Consequently, the framework provides a comprehensive lens for understanding how digital network logics and relational communication principles jointly influence the formation of public opinion. It underscores the necessity for governments to engage strategically, transparently, and dialogically within networked environments to foster trust, legitimacy, and more participatory public discourse.

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