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Internet Uses by Public Relations Administrators in Jordanian Universities

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ABSTRACT

This study aims to identify The Internet use as a modern means of mass media in Public Relations field in Jordanian universities through observing the effective factors of using the Internet in this field. These factors are represented in the internal factors such as demographical ones for their employees and technical factors connected with the Internet. This study also observes the characteristics and qualities of accepting the spread of the Internet and its cost and the process stages of its spread. It also identifies the internal regulatory factors of the regulating work of universities, besides that other external factors such as the economic and the political factors under which public relations administrators work. It also clarifies effects associated with using the Internet in public relations field and clarifies the prospects of these administrators towards using the Internet as a modern communicative means in their work.

The researcher depends as a method on a comprehensive prospect clarifying the real use of the Internet in the field of Public Relations and the effective factors in many public and private universities in Jordan.

The researcher has checked a good number of Arabic and foreign previous studies which deal with The Internet use in Public Relations with their effective factors and the relationship between them. There are also studies that deal with the prospects of Public Relations practitioners towards using the Internet as a mass media means and other studies which deal with the content analysis of the organizations that practice Public Relations.

The study revealed many results and here are the most important ones:

- 1: Most of Public Relations administrators who use the Internet in the field of Public Relations hold university degrees.
- 2: The most important aim in using the Internet as a modern way in the field of Public Relations is improving communicative methods in this field.



3: There are strategic plans designed by the supreme administrators in Jordanian universities to keep up with the technological development in using the Internet and its different applications in Public Relations field.

4: The economic situation of the Jordanian universities has been as obstacle in keeping up with the latest in The Internet use and its different applications in communicative activities in Public Relations.

5: There are future effects in using the Internet by the administrators of Jordanian universities, and this leads to the effectiveness of Public Relations performance.

6: There are positive prospects towards using the Internet as a communicative means in Public Relations field in Jordanian universities.

Key Words: Public Relations, Public Relations administrators, the Internet, Jordanian universities.



Introduction

The Internet has been considered the main spine of technological communication applications, which Toffler called "The Third Wave". It has specially become a vital and urgent need for all different Public Relations Administrators. The great development in technology and communication has affected the Public Relations duties and their administrators since the Internet has enabled them to observe the public's opinions and attitudes and to follow up the special news of universities. Researchers show that the Internet has become an important communication means in Public Relations in communicating with people in one condition which is continually updating the available information on the university website and supporting it with researches. The university website must be introduced to the public in university periodicals and journals and connected to other websites in the same field or concern. There must be a specialized media center that contains all data, information, pictures and answers for expected exams. The Internet has allowed an effective area for universities in crisis management and planning, such as analyzing the situation, collecting data and following up the crisis effect on all different categories. It also supports interaction with people and giving them all information they need. This makes people more active and effective, which leads to form lobbyists. ⁽¹⁾

Universities have become more interested in Public Relations throughout recent years and it can't be neglected anymore in the managerial structure of any university. This has reflected on the importance of the Public Relations in specialized departments in universities, which perform their duties; especially they help universities in modern societies. Public Relations represent a great importance for all public and private universities and aim accomplishing adjustment and compatibility to provide a suitable and stable environment and a better social life for their public. ⁽²⁾

According to global variables, modern universities have benefited a lot from modern technological communication in improving their performance and productivity, which leads to adopt several methods and creative strategies.

Technological development in communications contributed in developing Public Relations Administrators performance of speed and great spread. There are many applications of this development nowadays such as the Internet use and its widely

(1) Dleime, Abd Al-Razaq,2011, New Media and the Electronical Journalism, Amman, Jordan, Wael Publishers, p 125

(2) Dleime, Abd Al-Razaq,2011, Electronic Journalism and the Digital Revolution, Amman, Jordan, Thaqafeh Publishers, p 78



spread in storing, producing, and transferring data, thus positively reflects on implementing the Internet in Public Relations administrators and their interaction with other foundations and organizations. Also, this helps in making media messages and controls their content, furthermore, universities would use the Internet to look for new clients or find results of special researches concerning with Public Opinion.⁽³⁾

The Internet has rapidly become the most important common media in universities societies, thus caused all universities to realize the great value of the Internet as a communication media. The Internet is not only a mass media but also a way to development and continuity in universities. Therefore, universities need good administrators in Public Relations to adjust with the Internet strategies and adopt new scientific researches in their practice.⁽⁴⁾

Using the Internet in Public Relations has helped in creating a good mental image of universities since having a website for a university would impose useful impressions of them on the public and help Public Relations administrators in gaining experience in their field.⁽⁵⁾

In this study, the researcher tries to identify the Internet practice in Public Relations in public and private Jordanian universities through observing the effective factors of using the Internet such as demographic, technical and regulatory internal factors, and political and economic external factors under which Public Relations in public and private organizations work. In addition to that, this study identifies the effects connected with using the Internet in Public Relations field and the attitudes of Public Relations practitioners.

Study Problem

The study problem is summarized in the following question: What is the nature of the Internet use by Public Relations administrators in Jordanian universities?

(3) For details see Springton, Jeffrey, 2001, Public Relations and New Media Technology: The Impact of the The Internet in Public Relations Handbook, ed. Robert Health (Newberry Park, CA: Sage)

(4) Al-Bakri, Thamer, 2009, Marketing Communications and Promotion, Hamed Publishers, Amman, Jordan, p 67

(5) Melanie, James, 2007. A Review of the Impact of New Media on Public Relations: Challenges for Terrain, Practise and Education, Asia Pacific Public Relations Journal



Study Aims

This study aims observing the effective factors of using the Internet in Public Relations field in public and private Jordanian universities. The researcher identifies the factors which this study aimed to observe (personal factors, regulatory managerial factors, technical factors, economic and political factors, effects connected with The Internet use and the attitudes of Public Relations practitioners. Since, all the mentioned factors cause a great effect on the Internet use and its use in Public Relations administrators to perform all communicative activities. Moreover, this study observes, clarifies, identifies and analyze the current use of the Internet in Public Relations in Jordanian universities.

Study Importance

The importance of the study is that it deals with a very modern issue which is the Internet as a communicative tool and its use in Public Relations. This topic is commonly discussed in the Arab World but rarely discussed by media studies in Jordan. On the other hand, this topic will be widely spread in subsequent periods due to increased awareness of its importance as an international web of information and its deep effect in Public Relations field.

Study Questions

- What are the demographic characteristics of Public Relations administrators in Jordanian universities which are the study case?
- What are the most important aims of the Internet use as a modern technique in Public Relations field in Jordanian universities which are the study case?
- Are there any managerial regulatory factors which affect the Internet use of Public Relations field in Jordanian universities which are the study case?
- What are the effective technical factors of the Internet use of Public Relations field in Jordanian universities which are the study case?
- What are the effective economic factors of the Internet use of Public Relations field in Jordanian universities which are the study case?
- Are there any effective political factors of the Internet use of Public Relations field in Jordanian universities which are the study case?



- What are the aspects of the Internet use in the field of Public Relations in Jordanian universities which are the study case?

This study has two aspects; the first one is the theoretical aspect that assesses the general traits of the Internet use of Public Relations in universities. As for the second one which is the practical aspect, it describes and clarifies the Internet use in public and private Jordanian universities. The questions of the study are related to how much the Internet is used and what aims and benefits the Internet offers to build the image of universities. They are also related to Public Relations administrators and how much they use the Internet and websites effectively.

The Study Theory

The study depends on diffusion of innovations theory for Rogers, who states that when individuals adopt the latest of technology, this must go with a lot of factors such as demographic factors: age, education, economic status. Moreover, other factors related to the traits of the ideas and the latest technology consisting its cost, qualities such as simplicity and complexity.

Diffusion of Innovations Theory

This theory depends on the outcomes of the researcher Everett Rogers in 1964, when he stated that the technological innovations has a series of phases before being adopted overall. ⁽⁶⁾

Innovation is a new idea or method or technology spreading through society in a predicted sample. It happens when a very small group of innovators adopt this new idea and then the leaders of public opinion are introduced to it. Then, they experience it and encourage their friends of the same opinion. When most people adopt this new idea, the late adopters make the change, while spreading the idea is when innovation is carried over through different channels through time among the members of the social community. ⁽⁷⁾

Rogers and Shoemaker see that time factor is important in the phases of decision making in diffusion of innovations theory which helps in spreading innovation. They also present a model for decision making of four phases as follows:

(6) Diane Stone, 2004, Transfer Agents and Global Networks in the "Transnationalism of Policy", Journal of European Public Policy.

(7) Shaheen, Heba, 2008, Communication Theories, Cairo, p.67



1: Recognition: to recognize the quality of innovation and to get suitable information about its functions.

2: Persuasion: where an individual defines a supporting or non-supporting attitude.

3: Decision: where an individual practices activity that lead them either accepting or rejecting the innovation.

4: Support: where an individual try to strengthen their decision about innovation but they can abandon it when they are exposed to new methods.

Time factor is very important in the previous phases. ⁽⁸⁾

The researchers divided this theory in five categories on time basis, on which they adopt the idea of innovation. ⁽⁹⁾

1: The innovators: who are the first to adopt innovation and obsessed with new ideas. They are also ready to bear risks and they are younger in age than the other categories. They belong to a high social status and own a lot of cash money. They are very sociable and are considered the most to deal with science and interact with other innovators. ⁽¹⁰⁾

2: The first adopters: who have the highest degree in leadership of all categories. They are identified as locals whom other people refer to as to get information and advice about innovation. They are respected by all.

3: The advanced majority: who adopt the new ideas before other ordinary people in the social community. They are characterized with prudence and consider well before adopting any new idea. They interact with their peers but rarely become leaders.

4: The late majority: or who are called skeptics. They adopt the new ideas normally in the social community for economic or social need.

5: The hesitators: who are the last to adopt innovation and have no leadership. They tend to hold traditions as past represents the basis reference point for them. They are mostly elderly and most probably are less social status and have less money. They

(8) Dleimi, Abd Al-Razaq, 2015, Theories of Communication in the Twentieth First Century, Bazoori Publishers, Amman, Jordan, p.147

(9) Makawi, Hassan Emad, Al-Abed, Atef Adli, 2007, Communication Theories, Cairo, p377

(10) Diane Stone, 2000, 'Non-Government Policy Transfer: The Strategies of Independent Policy Institutes', Governance: An International Journal of Policy and Administration: 45-70



tend to be suspicious in innovation and when they finally adopt it, it is replaced with new ideas by the innovators. ⁽¹¹⁾

Qualities That Affect Acceptance and Spread of New Ideas and Modern Technology

Not all new and modern ideas are equal in their ways of spread as they are not quite similar in qualities and characteristics, which makes some are more acceptable than others. Rogers and Shomekher showed a list of characteristics which are derived from other studies in many fields such as agriculture, medicine, education, marketing and etc. They are as follows:

- 1: Comparative advantage: represents how much an individual gets benefit from adopting the idea or the modern technology. It is normally related to economic profit.
- 2: Appropriate: represents how much the new ideas suit the traditions and prevailing morals of the adaptors. This will help adopting the innovation with more comfort, secure and more comprehensible.
- 3: Complexity degree: means the relative degree of difficulty of the idea relating to comprehension and use. Any new idea would be classified according to a scale starting from simple to difficult one. ⁽¹²⁾
- 4: Susceptibility to work out: means to try the innovation on limited sources. When experiencing an idea, it means that it can be adopted quickly and with less danger.
- 5: Negotiability: means clarity of results and the possibility of the clarity of innovations. The more the results of innovations are clear, the easier is adopting it.

The previous characteristics are not the same in importance relating to the spread of ideas, modern technology, kind of ideas or innovations, kind of society in education and financial level. ⁽¹³⁾

There are Certain Phases of Adopting Modern Technology and New Ideas

- 1: Recognition and awareness of ideas phase: in this phase, an individual hears about the new idea for the first time, and the awareness of new ideas comes spontaneously

(11) David L. Loudon & Albert J. Della Bitta, 1939, Consumer Behaviour (Fourth Edition)

(12) Rogers, Everett M. (1983), Diffusion of Innovations (Third Edition), New York, Free Press

(13) Makawi, Hassan Emad, Alsayyed, Laila Hussein, Communication and Its Modern Theories, Cairo, Egyptian Lebanese Publishers, 1988, p 259



or deliberately. Scientists agree that this phase is the most important one and the key phase of the process of adoption. ⁽¹⁴⁾

2: Interest phase: in this phase, an individual has the desire to know the concept facts and the pursuit for more information. The individual becomes more attached with new ideas so their behavior has more meaning.

3: Assessing phase: in this phase, an individual assesses what they have from information and knowledge and ends to either accepting the new ideas, rejecting them or being subject to experience. ⁽¹⁵⁾

4: Experimenting phase: in this phase, an individual tries the new idea in a narrow scale to experience its benefit according to their private circumstances. Once the individual is convinced with it, they decide to adopt it and applies it in a wide scale, while if they are not convinced, they reject it.

5: Adoption phase: it is distinguished with relative stability, where an individual reached a final decision in adopting the new ideas after being convinced.

Online Recruitment in The Field of Public Relations

The researcher states that online recruitment in the field of Public Relations achieves some important functions. ⁽¹⁶⁾ It is well known that the most important means and job of Public Relations is the two-way communication, which helps in building the reputation of an organization. From this point, Public Relations administrators believe in the importance of The Internet in accomplishing the aims and functions of Public Relations.

The factors of Public Relations importance are summarized as follows:

1: The Internet with its applications plays an important role in introducing the Public Relations administrators to the inner and outer audience perspectives in universities. This will be done in different and instant ways such as email, websites or the new media sites.

(14) Wejnert, Barbara, (2002), "Integrating Models of Diffusion of Innovations: A Conceptual Framework." Annual Review of Sociology (Annual Reviews) 28: 297-306

(15) Shaheen, Heba, ibis, p 61, 62

(16) Dleimi, Abd Al-Razaq, 2015, Public Relations in the International Field, Yazoori Publishers, Amman, Jordan, p187



2: The Internet plays an important role in delivering the correct information to the audience in all community layers via email or the website of the universities or monthly e-newsletters

3: The Internet helps in marketing universities in all languages and enhancing their reputation nationally and internationally; especially the feature of the Internet in trespassing the geographical and intellectual boundaries.

4: The Internet plays an important role in promoting and marketing the services and the activities of universities, which saves time, effort and cost for Public Relations administrators and marketing and advertising departments. However, e-trade and other modern ways of communication are developing fast through which direct sale for services and foods are done.

5: If the aims of Public Relations are to face the crises that universities exposed to and to predict them, the Internet contributes in accomplishing this through continual follow-up of the reactions surrounding universities. ⁽¹⁷⁾

6: The Internet with its different services helps in building good and reactive relationships with other media and journalists, which gives unlimited possibilities for instant communication and providing the necessary information in its different forms such as pictures, texts, videos, etc...

7: The Internet is considered as a fruitful and supporting source for Public Relations in universities which can be supported on in providing information and data to prepare all media materials, brochures, posts, and coordinating different activities. ⁽¹⁸⁾

8: The Internet is an effective means in Public Relations researches and studies to recognize public opinions and reflections about universities. It can also be used effectively in instant assessment of Public Relations services and programs; especially in using poll-mail. ⁽¹⁹⁾

The Internet Contributions in Public Relations

The Internet has revolutionized massively Public Relations not only changing ways of communication that specialists apply but in changing completely or partially the

(17) Dleimi, Abd Al-Razaq, 2015, Public Relations and Crises Management, Yazoori Publishers, Amman, Jordan, p169

(18) Dleimi, Abd Al-Razaq, 2011, Human Engineering and Public Relations, Wael Publishers, Amman, Jordan, p83

(19) Dleimi, Abd Al-Razaq, 2013, Public Relations and Globalization, Jareer Publishers, Amman, Jordan, p85



phases of communication. For example, statistics in 2005 indicated a change of 21% of who read newspapers to e-newspaper. In 2008, it became 40% and the highest was in 2009 and in what we notice from on-line news. Undoubtedly, the future of Public Relations is connected to the on-line Public Relations and media to easily reach the target public.

There are many uses for the Internet in Public Relations in universities such as establishing universities websites, use of data bases and use of e-mail as a means of communication. It is also used in doing researches, recognizing universities images through them publishes, and getting benefit of transfer document services to get information, data and pictures. Furthermore, it helps in surfing the different sites of the organizations and centers of researches and to know the latest in all fields. This would help making brochures and leaflets concerning universities internationally on the Internet. It is considered as a vital tool for communication with the public in universities and the outer world and would reflect positively the image of universities concerning others and the target public.

There are also e-reputation and its administrators, its qualities in collecting news and planning, labeling items and analyzing them. Furthermore, there are the ethics of practicing Public Relations though the Internet such as intellectual property rights and e-legislation laws. Besides that, it should be indicated to the owners of the information and scientific loyalty of conversations. One should strict to ethics and good manners to represent universities and applying privacy by not faking information or spying.

Literature Review

The importance of the previous studies comes as follows;

- 1: Identifying the problem of the study, avoiding repetition and getting benefit from the difficulties of the previous studies.
- 2: Enriching the problem of the study that was chosen by the researcher, which makes the researcher more secured and daring.
- 3: Supplying the researcher with lots of ideas, tools and procedures which help him to choose the suitable method.
- 4: Supplying the researcher with lots of resources, references and scientific traditions.



5: Helping the researcher in avoiding the mistakes and stumbling of other researchers.

6: Benefiting from previous studies in building stable results that others reached to and continuing the unfinished aspects.

The researcher referred to the following previous studies which gave him a great benefit, as follows:

Arabic Previous Studies

1: Mai Al-Khajeh, 2013, "The Internet Use in the Field of Public Relations": an applied study on Emirati organizations.

This study found many results such as, the cost of media expenses using the Internet has dramatically risen lately in the last few years. It also found that some companies use the Internet in marketing, which gives a lot of privileges to the advertiser more than the traditional ways as it adds more value to the image of the organizations. Moreover, it also found that The Internet keeps pace with the latest technology and achieves interaction through marketing. The study proves the importance of The Internet as a promoting means as fax, especially in the direct marketing phase.

2: Ahmad Al-Shohari and others, 2013, "The Internet Contribution in the Field of Public Relations".

The study found that the Internet use in Public Relations is shown mostly through the organization website when using data bases via e-mail. Moreover, the Internet contributes more in doing researches and recognizing the image of organizations by what is published about them. Besides that, the Internet benefits in transferring data to get more information and pictures and surfing the different sites of the organizations and research centers and institutes to get news and information. In addition to that, using the Internet helps in preparing bulletins, brochures and handouts for the organizations generally on the Internet. This would make the Internet an essential and effective tool for communication with public and the outer world to reflect positively the administration of the organizations and companies in cooperation with the administrators and the public target.

Foreign Previous Studies:

1: John Dawing, 2005, "International Internet Website, Public Relations and Communication Companies".

This study aimed to identify how international organizations use the main pages of the websites for communicating purpose. It was applied on sixty international companies; which half are American and the other half are from South Korea. This study has a lot of findings, such as there are main differences between the companies of the two countries due to the differences of the administrators, social, economic and political environments. Also, most South Korean companies use professional Public Relations which combines the journalism agency form and public media form. Moreover, a lot of American companies use their websites to practice public media form. Also, the companies of the two countries don't use the electronic websites to practice the balanced communication in two ways and there's nothing to indicate that the administrators of Public Relations in the two countries use the electronic websites of their organizations to increase the interaction of their audience. Finally, most American and South Korean companies use The Internet to build a positive image of their companies.

2: Sprinkstone, 2001, "Public Relations and the Technology of Modern Communication-The Internet Effect".

This study was applied on a sample of Public Relations Administrators which were 750 about how they use the Internet in Public Relations. Most of them agree on the idea that The Internet implies the core of communication as surfing websites by the Public Relations Administrators is common nowadays. The Internet has nowadays more interactive forms by Public Relations Administrators.

3: Henkest & Hank, 2001, " Effects of Communicative Technology on Planning Integrated or Common Organizations: Guidelines of the Theory".

This study aimed to describe the guidelines in which the effects of communicative technology and communication in the common frameworks of organizations can be expected. The researchers confirmed that communicative technology enables companies to increase the capability in forming coordination among other companies on a wider scale to decrease the expenses. This study dealt with three aspects: common coordinating frameworks of companies, communicative technology and some items and services that need to be coordinated. Common coordinating frameworks of companies are identified among those who have the potential communicative technology to have more effect on coordinating. They also

found the effects of communicative technology in coordinating frameworks represent a potential energy for forming the guidelines.

4: Holst, 1999, "The Internet Effect on Public Relations".

This study shows that The Internet has a positive effect on practicing Public Relations and it represents the most common and most important tool in this field. This study also shows that The Internet has changed the way organizations communicate with each other internal and external ways with their public. The main reason for the weakness of using the Internet by Public Relations Practitioners is technology adaptation as the new technology increases the functions of the old one and adapting to it needs enough time to apply its applications.

After reviewing the previous studies that were conducted in some Arabic and foreign countries, our study is shown to be probably the first in Jordan and it is significant for the following reasons:

- 1: Our study is considered as the first, according to the researcher, as being applied in public and private Jordanian universities.
- 2: This study deals with the administrators of the Public Relations of Jordanian universities and their effect on the operations of the Public Relations.
- 3: This study would be a starting point to other studies of other researchers in the field of Public Relations in other organizations.

Study Limits

Spatial Limits: This study was applied on four universities: the two public Jordanian universities which are Jordan University and Balqa University, and the two private Jordanian universities which are Petra University and Middle East University. They are all in the city of Amman.

Temporal Limits: This study was applied practically in the period from the first of April, 2015 till the end of July, 2015.

Key Terms

1: Public Relations: The researcher defines this term according to this study as a communication process which expresses truly the reality and respects the public. It is an honest and true message that aims in informing the public to change their



attitudes and behavior. It is a continuous and planned job and its aim is to gain understanding between universities and their public. It targets public opinion, measures and assesses it. Public Relations use media as the most important means and they are considered as an applied social study with special applications, which have clear organizational levels in each company or institution.

2: Jordanian Universities: They are meant in this study as the two public Jordanian universities which are the University of Jordan and Balqa University, and the two private Jordanian universities which are Petra University and Middle East University.

3: The Internet: The researcher defines the Internet according to this study as an international communication tool through which information and messages are exchanged according to units agreed upon. It makes the whole world as the screen of a small smart phone in which anyone can communicate with others in all over the world.

4: Public Relations Management: The researcher defines this term as a specified managerial form to organize communication among organizations and companies in one side and individuals and parties in another side. It plays a vital role in the success of companies and organizations and their interactive relations as it is interested in helping people and organizations to strengthen their mutual understanding and cooperation. This would build interactive channels for communication as an essential part in Public Relations activity.

Methodology of The Study

This study belongs to descriptive studies which aim to describe and analyze the characteristics of a case or a phenomena or a situation; or to study the recent facts related to a phenomena or a situation.

This study also used the survey method as a tool to collect data about the situation of the individuals, their attitude and their feelings. After using the descriptive method and the survey, the researcher uses comparing and collimating between two different cases or more.

A comparative method is used to help making quantity comparisons in the community study since the study compared between communities in public universities and private ones to identify the differences and similarities. A random sample was applied in selecting universities (public and private) due to the differences in the size of each university to guarantee the representative of the



sample to all levels of the community study. A questionnaire was applied as a tool for collecting specific data from specific segments in a specific community.

Sample Study

The sample study was selected by a thorough survey of Public Relations Administrators in the selected universities. Because of the few number of the administrators, the sample study was 58 items from Public Relations administrators; 38 ones from public universities (the University of Jordan and Balqa University) and 20 ones from private universities (Petra and Middle East).

Study Outcomes

Here are the most important outcomes of the study:

A: The study shows that there are effective personal factors of using the Internet in the field of Public Relations in public and private Jordanian universities as follows:

-The percentage of males who use the Internet from both public and private Jordanian universities is 63%, while the percentage of females is 36.4%. This shows that males use the Internet dramatically more than females. Moreover, private universities achieve a higher percentage than public ones in 42.1%, where the female's percentage reaches 29.1%.

-The higher percentage of age range which uses the Internet is less than thirty, which is 52.9% in public universities comparing with private ones.

-Most of the administrators of Public Relations who use the Internet of the sample study hold high degrees in a percentage of 92% for private universities and 90% for public ones.

- Most of the administrators of Public Relations who use the Internet of the sample study have 300 JDs as a monthly salary in a percentage 53% for private universities and 14% for public ones.

-The administrators of Public Relations who use the Internet of the sample study have one to seven years as work experience in a high percentage of 63%. Private universities have higher percentage which is 70% comparing to public ones which is 54%.



B: The study shows the importance of the Internet as an advanced technique in the field of Public Relations in both public and private Jordanian universities as follows:

-77% of the sample study of public and private Jordanian universities confirmed that using the Internet in the field of Public Relations is very important. Private universities have a percentage of 79% comparing to public ones which is 70%.

- The most important target of using the Internet as an advanced technique in the field of Public Relations is improving communications in Public Relations administrations in universities with a percentage of 27%. The percentage of private universities is 23%, while the percentage of public ones is 31%.

- There are some advantages that The Internet offers as a modern technique in the fields of Public Relations and most importantly is the Internet is rich in information with a percentage of 18%. The percentage of public universities is 18%, while the percentage of private ones is 17%.

- The percentage of using The Internet by Public Relations administrations is 36% of the sample study of both public and private Jordanian universities which is once a day in average. The percentage of public universities is 51%, while the percentage of private ones is 25%.

C: The study shows that there are regulatory managerial factors which affect the Internet use in the fields of Public Relations in both public and private Jordanian universities as follows:

- The percentage of having specialized systems to direct the activities of Public Relations is 89% of the sample study of both public and private Jordanian universities. The percentage of public universities and the private ones is the same which is 89%.

-The majority of public and private Jordanian universities tend to have the managerial position in setting Public Relations with a percentage of 33% of the sample study. The percentage of public universities is 54%, while the percentage of private ones is 16%.

- The headquarters of universities tend optionally to the Internet use by Public Relations administrations with a percentage of 23% of the sample study. The percentage of public universities is 21% less than the percentage of private ones which is 24%.

-Responsible people who are represented as the manager of Public Relations are interested in providing the Internet service with a percentage of 23% of the sample study.

-89% of the sample study answered that university headquarters provide them The Internet service to perform the communicative activities of Public Relations.

- 49% of the sample study use the Internet in the field of Public Relations due to the needs of work at universities. The percentage of public universities is 56%, while the private ones is 44%.

-The Principal of the university has got the first rank in putting the strategy plans to keep up with the latest in technological development with a percentage of 41% of the sample study of both public and private Jordanian universities. On the other hand, the second one is the manager of Public Relations with a percentage of 19.2%.

-Most the administrators of Public Relations have got training courses with a percentage of 67.5% of the sample study. The percentage of private universities is 70%, while the percentage of public ones is 56.7%.

-The most important reason for not enrolling training courses of using the Internet for the administrators of Public Relations is that university headquarters don't provide them with a percentage of 30.8% of the sample study. The percentage of private universities is 31.3%, while the percentage of public ones is 3.30%.

- University headquarters encourage using the Internet in the field of Public Relations with a percentage of 53% for private universities and 47% for public universities.

D: The study finds that there are effective technical factors of using the Internet in the field of Public Relations in both public and private universities as follows:

-Most of the sample study can deal with the Internet in a good way with a percentage of 2.53%. The percentage of private universities is 55.7%, while the percentage of public ones is 50%.

- The levels of dealing with technical characteristics of the Internet by the sample study are different. The percentage of public universities is 56.3%, while the percentage of private ones is 51.3%.

-68% of the sample study have technical problems in using the Internet. The percentage of public universities is 97%, while the percentage of private ones is 63.6%.



- 6.25% of the sample study notice that the most major technical problem they face is it is when using computer. The percentage of public universities is 27.3%, while the percentage of private ones is 23.4%.

E: The study shows that there are economic factors that effect on using the Internet in the field of Public Relations in both public and private universities as follows:

-The economic situations of universities have provided the follow-up of using the modern applications of the Internet with a very little percentage of 8.8% of the sample study. The percentage of public universities is 27.3%, while the percentage of private ones is 23.4%.

-The scarcity of having financial resources in universities to develop technical communication; especially the Internet has been confirmed with a percentage of 8.28% of the sample study. The percentage of public universities is 3.37%, while the percentage of private ones is 1.22%.

- The investing activities are the first source of getting income for developing the technical aspect of using the Internet with a percentage of 33.1% of the sample study. The percentage of public universities is 63.2%, while the percentage of private ones is 31.2%.

- 43.8% of the sample study confirm that the income sources that universities get is not enough to update the latest in technology and communication.

F: The study shows that there are political factors that effect on using the Internet in the field of Public Relations in both public and private universities as follows:

- 55.2% of the sample study confirm that the senior administrators are not allowed to use the Internet freely in communicative activities in the field of Public Relations. The percentage of public universities is 58.2%, while the percentage of private ones is 52.8%.

- 80.4% of the sample study confirm that there is a censorship imposed on them by the university headquarters in using the Internet in the field of Public Relations. The percentage of public universities is 94.5%, while the percentage of private ones is 69.3%.

- 32% of the sample study notice that the president of the university is the first person whom they ask for guidance in communicative activities in Public Relations through The Internet, followed by the manager of Public Relations with a percentage of 26.8%.

- 28.4% of the sample study notice that getting the approval and the needed permits has been the first obstacle when organizing a communicative activity through the Internet. The percentage of public universities is 28.2%, while the percentage of private ones is 27.6%.

G: The study shows that there are different aspects to use the Internet in the field of Public Relations in both public and private universities as follows:

- Using the Internet in reaching new segments of people has reached a good progress with a percentage of 23.6% of the sample study and conveying messages and data for Public Relations has reached a percentage of 18.8%.

- E-mail has made a lot of progress and become more popular than the other services of Public Relations due to its importance in daily work comparing with others.

- Having a university website is shown with a percentage of 89.6% of the sample study. The percentage of public universities is 90%, while the percentage of private ones is 89.3%.

- The content of the website which is introducing the university, its history and its founders is very important with a percentage of 92% of the sample study. Introducing the other aspects and services of the university has a percentage of 88%.

H: This study shows that there are integrated effects in the Internet use in the field of Public Relations in both public and private universities as follows:

- The Internet use has an effect on Public Relations administrators performance with a percentage of 68.4% of the sample study. The percentage of public universities is 17.3%, while the percentage of private ones is 68.2%.

- 73.2 % of Public Relations administrators confirm that the Internet use has a positive effect on their performance. The percentage of private universities is 77.1%, while the percentage of public ones is 68.2%.

- The Internet has a dramatic effect on the activities of Public Relations in accuracy in performance with a percentage of 28.8% of the sample study. The percentage of private universities is 30%, while the percentage of public ones is 27.3%.

- The most important reflection of the Internet use on the performance of Public Relations administrators is that it makes Public Relations more effective and proficient with a percentage of 31.2% in both private and public universities.

- Public Relations administrators predict that there will be future effects of the Internet that will benefit the field of Public Relations through an increase of the performance of their workers with a percentage of 31% of the sample study.

-With regarding to the attitudes of Public Relations administrators to the Internet use in the field of Public Relations, there are positive and negative ones connected to the Internet effect on Public Relations in universities and their external and internal public. This is also applied in organizations and university headquarters when using the Internet in the field of Public Relations and realizing its cases and defects.

-There are a lot suggestions presented by Public Relations administrators to benefit from the Internet techniques and apply them in the field of Public Relations, such as providing the modern computer sets with a percentage of 22.3% of the sample study, providing a better service to the Internet with a percentage of 20.8%, and providing experts and counselors in communication technology, Public Relations and technical support with a percentage of 17.8%.

Study Findings

1: The study shows that there is a great importance for the Internet in the field of Public Relations as a modern technique which has aims and objectives provided by Public Relations administrators. This study also shows the extent of Public Relations administrators use of the Internet in the field of Public Relations in both public and private universities.

2: There are regulatory managerial factors that affect the Internet use in the field of Public Relations with regarding to how much Public Relations are specialized in a specific managerial system with a specific managerial level. This study also identifies the supreme university headquarters attitude to the Internet use and makes strategically plans to keep up the development of modern techniques of The Internet. These factors deal also with providing Public Relations administrators training courses in the Internet use in the field of Public Relations.

3: The study finds that there are technical factors that affect the Internet use in the field of Public Relations in the aspect of the proficiency of Public Relations administrators in using the Internet. It also deals with their capability in dealing with the technical characteristics of the Internet and the technical problems that face them when using it in the field of Public Relations.

4: The study shows that there are economical factors that affect the Internet use in the field of Public Relations to the extent of providing universities what is needed to



follow-up using Internet. It also shows the effect of the under-resourced of universities on the Internet use and identifies the reasons of not providing the Internet and its electronic applications. It also illustrates how much the resources are capable enough to develop the Internet techniques to be used in the field of Public Relations.

5: This study also shows that there are factors that affect using the Internet freely in the field of Public Relations in public universities and the level if freedom that Public Relations administrators provide in this field and it identifies the obstacles that are faced when organizing a communicative activity as a conference for Public Relations through the Internet.

6: The study finds that there are different aspects and many services for using the Internet in the field of Public Relations.

7: The study also shows the content of universities websites of Public Relations administrations and how they are used to practice communicative activities through the Internet.

8: The study shows that the Public Relations administrators have positive attitudes for using the Internet as a communication means in the field of Public Relations in both public and private universities.

9: The study adds a lot of suggestions presented by Public Relations administrators to be used in the Internet techniques and applied in the field of Public Relations in both public and private universities.

Study Recommendations

With reference to the results of this field study and the importance of the Internet in the field of Public Relations, the researcher states the necessity of having certain perspectives through which the Internet techniques can be applied in this field and face the effective factors of using the Internet. They are as follows:

1: Attention must be given to upgrade the managerial level of Public Relations administrators and the interest in having the Public Relations in the managerial structure of universities in a high position in an organizational chart.

2: A great concern should be given to Public Relations administrators and provide them a good life and environment from tools and work requirements.

3: A great concern should be given to the Internet techniques as modern means of communication and get benefit of their services in the field of Public Relations.



- 4: Providing a modern communicative environment in universities work through providing all possibilities to rely on using the Internet in the field of Public Relations.
- 5: Working on planning strategically plans to keep up with development in technology and modern communications; most importantly the modern techniques of the Internet.
- 6: Increasing the quality and quantity of training courses to Public Relations administrators in Internet use the field of Public Relations and getting benefit of its different applications in daily work.
- 7: Facing the technical problems of Public Relations administrations when using the Internet in the field of Public Relations.
- 8: Directing the headquarters of universities to search new income sources to finance new and modern communicative means; most important is the Internet technique.
- 9: The availability of using the Internet freely in communicative activities and eliminating the restrictions in all their forms for using the Internet.
- 10: Developing the websites of universities to have the first page for communicative activities in the field of Public Relations.
- 11: Convincing the supreme managers and Public Relations administrations in the importance of the perfect investment of the Internet and its modern applications as a modern communicative means in the field of Public Relations. Also, knowing the Internet reflections and current and future effects is another suggestion.
- 12: Using the help of counselors, experts in technology and Public Relations and engineers to develop and modernize the Internet continually and maintain its appliances.

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