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Social Media Impact on Arab Spring

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ABSTRACT

Nowadays, Social Media has become a powerful and a strong tool that anyone can use, and anyone can be involved with. The significant impact of social media has made most people in the world use it, which made it stronger. People have used social media sites since they have been created for several reasons, and one of the reasons was to create their own safe and free environment. People from all over the world have benefited from social media and its sites, but people who benefited the most were Arabs. The new level of freedom of speech that social media has given Arabs, made social media become very significant to them using it to express their opinion, and to achieve goals they have dreamed for decades to achieve. This paper has been done This paper is a comparison paper on the social media impact on four different countries in the Arab Spring. The purpose of this paper is to define how social media was not the reason nor one of the reasons behind the Arab Spring revolutions, but an important tool that people in the countries who experienced the revolutions have used for several purposes. This has been done using the content analysis method; analyzing the differences between each country of the four countries, the presence of each country on social media, and the content that each government has sent through social media. The result have shown that social media was no more than a tool that people have chosen to use for several reasons to achieve their goals.

تأثير وسائل التواصل الاجتماعي على الربيع العربي

ملخص

أصبحت وسائل التواصل الاجتماعي في الوقت الحالي أداة قوية وفعالة يمكن لأي شخص استخدامها والمشاركة فيها. وقد أدى التأثير الكبير لهذه الوسائل إلى انتشارها الواسع بين غالبية سكان العالم، مما زاد من قوتها ونفوذها. ومنذ ظهورها، استخدم الناس منصات التواصل الاجتماعي لأسباب عديدة، كان أحدها خلق بيئة آمنة وحرّة للتعبير عن أنفسهم. وقد استفاد الأشخاص من مختلف أنحاء العالم من وسائل التواصل الاجتماعي، لكن العرب كانوا من أكثر المستفيدين منها. إذ وفرت لهم هذه الوسائل مستوى جديدًا من حرية التعبير، مما جعلها ذات أهمية كبيرة بالنسبة لهم، حيث استخدموها للتعبير عن آرائهم وتحقيق أهداف طالما حلموا بتحقيقها على مدى عقود.

تتناول هذه الورقة البحثية دراسة مقارنة لتأثير وسائل التواصل الاجتماعي على أربع دول مختلفة خلال أحداث الربيع العربي. وتهدف إلى توضيح أن وسائل التواصل الاجتماعي لم تكن السبب أو أحد الأسباب وراء ثورات الربيع العربي، بل كانت أداة مهمة استخدمها الأشخاص في الدول التي شهدت الثورات لأغراض متعددة. وقد تم إجراء هذه الورقة باستخدام منهج تحليل المحتوى الكيفي؛ حيث تم تحليل الاختلافات بين كل دولة من الدول الأربع، ومدى وجودها على منصات التواصل الاجتماعي، والمحتوى الذي نشرته كل حكومة عبر هذه الوسائل، وأظهرت النتائج أن وسائل التواصل الاجتماعي لم تكن أكثر من أداة اختار الناس استخدامها لأسباب مختلفة لتحقيق أهدافهم.

INTRODUCTION:

Among the alleys of Alexandria city, a city that anyone will visit will find him or herself in love with. Alexandria, a coastal city, is the second largest city in Egypt by both size and population. It is one of the most historical cities not only in Egypt, but the whole Middle East area. You can find several stories that the city will tell. Some of these stories are immortalized in history, and some of them have been forgotten.

One of Alexandria's stories is about one of its sons, Khaled Saeed. He is a 28-year-old man, with dreams in his heart of a better future, and ambition for a better tomorrow for himself and his country. To make one of his dreams come true, he traveled to the U.S. to study computer programming, hoping that one day he would go back to his country and help the society there. Saeed did not know that death would come much faster than his dreams. The death of Saeed was a turning point for over eighty million people in Egypt.

According to one version of the stories that makes sense, a month before Saeed died, he was walking on the street, and he found a cellphone on the ground. He tried for many days to find out who the cellphone belonged to, but he could not. After several days of looking, he turned it on to see if he would find something leading to the phone's owner, but instead of finding anything about the owner, he found a video clip showing a number of police officers talking to each other about sharing some of the drugs that they confiscated from criminals.

When Saeed watched the video clip that he found in the cellphone, he felt he should do something about all the corruption that was happening in his city and in his country. According to Saeed's mother, he thought of posting this video on the internet because he wanted all the people in his country to watch it, but he was afraid of what could happen to him, and what the consequences of him taking this action would be. Instead of posting it online, he started to show it to his friends, and the people around him.

His mother said, Saeed found the courage to post the video on Facebook and YouTube, and to create a blog, to make people see how badly corruption has damaged the country. His mother tried many times to change his mind about posting the video, but he would not listen. Saeed told his friends and everyone around him what he planned to do with the video. One of them went to the police and told them Saeed's plan.

On June 6, 2010, Khaled Saeed was in a cybercafé with his friends. The police came looking for the video and told everyone that they were going to inspect them, but Saeed refused and told them that they did not have the right to do it. The police attacked him in the café and arrested him. After 15 minutes they came back to the same place and dropped his body on the ground and told everyone that the cause of his death was that he choked on a bag of drugs that he was trying to hide from them. According to the owner of the internet café and multiple witnesses, Saeed was beaten to death by the police.

Three days after Saeed's death, many people started to talk about it on the internet and social media. They created a Facebook fan page named after Khaled Saeed, the person who they call "We are Khaled Saeed – كلنا خالد سعيد". All the TV channels, radio stations, and newspapers in Egypt started to talk about Saeed's story. On June 10. The ministry of the Interior stated that the police were no longer responsible for Saeed's death. Because of the ministry of the interior's statement, many people protested, expressing their anger on this matter.

Egyptians used social media as a tool to organize their protests, and to express their opinions on Saeed's story. Through social media, Egyptians were able to change the balance of power in their country from being controlled by the government to being controlled by themselves. Not only that, but Egyptians succeeded to what they call the democracy they needed for a long time. Social media took a story that happened in one of Alexandria's many cafes, and sparked a revolution. Through social media Khaled Saeed made one of his dreams come true. He changed his country's future, and that cost him his life. Without social media Khaled Saeed would still be alive, and Mubarak would still be the president of Egypt.

This story shows how social media has an important role in moving information from one point to several points in a short period of time, shaping the public opinion on specific matters, and how social media changed people's lives by giving them the freedom they needed and several other things they did not have before the social media. This story was given because this paper is a compression paper on the social media effect in the countries that experienced the Arab Spring's revolutions "Tunisia and Egypt as model A"— and the countries that did not experience the revolutions but were aware of what was happening "Saudi Arabia and United Arab Emirates as model B".

Literature Review:

To a better understanding of social media, a person must understand that social media is the tool that changed how people demand their rights and express their opinions. No one knew or imagined, even the people who created it, that social media would have this huge impact on people's lives, and no one thought of what social media would offer to its users. At first, the idea of social media was to make people communicate, and interact without caring about the time or space, but because of the convenience that social media offered to the people, they started to use it for several unexpected purposes.

Social media was used for simple reasons at first, but over time the reasons changed, and other uses developed. This development caused several changes on the communication process concepts, and it made what people used to call "impossible" to become "possible". According to Al-Helwah (2012), one of the impossible things that social media made real is the era of open skies, which means that it became very easy for any information to move from the far west to the far east in seconds. Another thing that people did not imagine would happen one day is sharing any kind of information without being supervised, or without being controlled by anyone. That means that social media murdered the gate keeper, which expanded freedom of speech.

The evolution of social media made it touch most of the human senses, and that is what gave social media the access to most of the cultures and the countries around the world to use it efficiently. One of the main reasons that social media has been used in most of the countries around the world is that it gathers all the methods that traditional media has in a one model, that anyone can use very easily, and without any costs that people could find deterring. One social media application can be a TV channel, a radio station, and a newspaper at the same time, and people can be involved in the communication process (Al Helwah, 2012).

Social media platforms, have significantly transformed how individuals engage with content. Audiences now have access to multiple sources of information and entertainment, leading to a fundamental shift in viewing habits and interactions. Unlike traditional media schedules, users can now consume content on demand, enhancing convenience and accessibility. Additionally, these platforms foster interactivity and engagement, allowing users to comment, share, and participate in discussions, thereby

creating communities around media content. This shift requires media organizations to develop innovative strategies to produce compelling and adaptive content that aligns with audience expectations in the digital era (Addiyae University, 2024).

Social media platforms have reshaped political activism and public discourse by enabling rapid information dissemination and mobilization. During the Arab Spring, these platforms played a crucial role in organizing protests, amplifying voices of dissent, and bypassing state-controlled media. They provided a space for citizens to coordinate actions and share real-time updates, fostering a sense of solidarity. However, while social media facilitated communication and activism, the root causes of the uprisings were deeply embedded in long-standing political, economic, and social grievances. Thus, social media functioned as a catalyst rather than the primary driver of these revolutions (Al Jazeera Center for Studies, 2024).

Social media has a huge impact on the Middle East revolutions, and people in the countries who had revolutions learned from each other how to use social media to achieve their goals. For example, Egyptians learned from Tunisians how to use Facebook by seeing them use it during their protests. The researcher pointed out that social media was the tools for the people to communicate with each other without anyone controlling or limiting their freedom, and because people saw others, learned from them, saw the results of the actions they have taken, and took the same actions as well (Al-Qteishat, 2024).

A 2021 study published by Al Jazeera Center for Studies highlights the significant role of social media during the Arab Spring, emphasizing four key points. First, social media was instrumental in shaping public opinion by providing an open platform for discussion and mobilization. Second, it contributed to fostering active and engaged citizenship, allowing individuals to participate in political discourse. Third, it enabled people to analyze government performance and voice their opinions on various issues. Finally, social media helped users develop a deeper understanding of political and social matters. However, the paper also notes that while social media was a powerful tool, it was not the sole driver of the uprisings; long-standing political and economic grievances played a crucial role (Al Jazeera Center for Studies, 2021). Which this paper is going to prove by analyzing and comparing four countries that have been divided into two models. model A are countries who used social media

heavily and experienced Arab Spring revolutions which are Tunisia and Egypt and two countries that used social media but did not experience any revolutions which are Saudi Arabia and United Arab Emiratis (model B).

Theoretical Framework

This paper anchored on one of the communication theories, which is the uses of gratification theory.

The Uses of Gratification

The uses of gratification theory show that there are several differences between the media's audiences, and there are several differences in the way the audiences interact with the different media channels. According to Mekawy and Al-Sayed (2006), the audience's activity has different aspects, the first one is selectivity, which means that the audience are able to choose between the different media channels and choose the content they want from it. The second aspect, utilitarianism, which means without needing anything from the media channel, the way the audience use it will be different. The third one is the intentionality, this means that the active audience who chose the media channel and its content are the ones who will process the information they receive from the media channel they chose, and they will be able to understand the best. The fourth aspect is the resistance to influence, which means that the audience create their own constraints to block any unwanted effect to reach them. The last aspect the study noted is the involvement, which means that the more the audience follows the media channel, the more they get engaged to it (Aumr Asa'ad, 2011).

Based on the theory's definition, Arabs use social media because it gives them the opportunity to create the content they want and they find appropriate for them as individuals and groups, which helps them to satisfy themselves, and achieve their goals. Arabs know the benefits they will get from using the social media, and they understand the specific needs they want to be satisfied by social media (Al-Subaie, 2013).

Research Questions and Hypotheses

The Research Question

After confirming that social media played an important role in the world and the countries this paper is studying. This paper focused on answering one main research questions, which is:

- Why did social media affect the countries of model A, but did not have the same impact, or played the same role, in the countries of model B?

The Hypotheses

From the research question, the researcher develops three main hypotheses:

Hypothesis 1: The differences of the regime in each country and the different leaders made the situation different from one country to another.

Hypothesis 2: The countries' governments of model B provided people with basic needs and started to solve the issues that people were facing, unlike what the governments of model A did.

Hypothesis 3: The governments of model B started to use social media to communicate with people and gave the people the opportunity to evaluate the situations and to have a say in the country.

Methodology

The method that will be used in this paper is qualitative content analysis method. This method is the one that scholars started to use in mass communication and media studies as a tool or method to reach the information and the explanations they needed in the past. Mass communication scholars started to use content analysis as one of the methodologies because of what the mass communication and the media fields required to be studied, and how complex the mass communication and the media fields have become since the twentieth century. One of the main and important reasons that content analysis was created and used as a method, is that the media messages became non-exclusive to a specific audience; it became directed to several audiences. (Hamdawe, 2012).

In this paper, the method will be used to analyze different things that happened in countries that have been chosen as models. The researcher will use the method to analyze four main differences between model A (Tunisia and Egypt) and model B (KSA and the UAE). The first thing that the researcher will analyze by using the content analysis method is the differences between model A and B on the motives, and compare the situations between the four countries to have a better understanding for the case. The researcher will analyze three motives: the economic motive, the political motive, and the social motive based on the several resources the researcher will choose. The researcher will then compare these three motives between model A and B. The researcher will analyze the study that Ayah Abdul Salam did on the motives behind the Tunisian and Egyptian revolutions, and on the other hand, he will analyze different articles, news, and decisions that the governments in model B made from

the year 2010 to 2015. The reason behind the difference between model A and B is due to the lack of resources in covering model B.

The second point the researcher will analyze is how the two governments in model B started to transform into what they called the electronic government, and how the action the governments took affected their situation positively, unlike what the other two countries in model A did. Also, the researcher will compare the two situations between model A and B according to this matter. Without having a good understanding of this matter, the researcher would be unable to understand how social media had its impact on model A but not model B. The researcher will use the method on some of the governments' websites to understand the changes, and how those changes affected the situation.

The third point the researcher will analyze is how the countries' governments acted to the social media channels, and how they reacted to the huge impact that social media had on their people. Also, the researcher will analyze the country leaders' presence on social media, such as the presence of "@KingSalman" (King Salman Al-Saud, the king of KSA) and "@HHShkMohd" (Mohammed Al-Maktoum the prime minister of the UAE), and how this move affected their situations positively. Also, the researcher will analyze the content of their messages on social media. By using content analysis as his method, the researcher will compare the two models based on the actions that the countries of model B took, but not the countries of model A.

The fourth point the researcher will use the method on is to analyze the presence of several ministers in the countries of model B, and the way they communicate with people through social media, and how this matter affected the people's opinions on their governments and the services that these governments offer to them. Also, the researcher will analyze some of the ministries' accounts on social media, such as Saudi's Interior Ministry account on Twitter as "@MOIeServices" and the Emiratis Interior Ministry account as "@AbuDhabiPolice", and he will analyze the content of some of the messages, that the researcher will choose randomly, these accounts send to the people who follow them on social media. The researcher will then compare the situation based on this matter between model A and B, and find out the differences between these two models and how the actions that the countries of model B took affected their images.

In addition, the researcher will choose all kinds of resources to compare these two models such as articles, news articles, videos, government statements, studies, and all kind of things that will help the researcher to compare the models he chose fairly. The researcher will choose these resources randomly without knowing in advance which one he will use the method on.

The Result

This paper is a comparison study on social media impact on four different countries in the Arab Spring. The purpose of this paper is to define how social media was not the reasons nor one of the reasons behind the Arab Spring revolutions, but an important tool that people in the countries who experienced the revolutions used for several reasons. The **first** section is to analyze the four countries based on the political and economical and social aspects.

Tunisia

In the study that Abdul Salam (2013) has done, she pointed out that Tunisians were suffering due to several reasons. The first main reason that led Tunisians to revolt against their government was the economic condition, which was one of the most effective motives. One of the causes that made Tunisians suffer **economically** was how weak the Tunisian economy was in the era of the former president, Bin Ali, and the reason of the weakness was that the economic activities in the country was relying on non-productive sectors. The contribution of the agricultural sector decreased to 10.4% in 2002, and the industry sector decreased as well to 29.1% in the same year (Abdul Salam, 2013). Tunisians did not suffer economically only, but they suffered **politically** too; Tunisians found themselves, after 23 years of Bin Ali rule, deprived of their basic rights. They found themselves living in a country which did not give them any of the rights they deserved as citizens. (Abdul Salam, 2013). The third main motive behind the Tunisian revolution was the social motive, which was a huge effect on Tunisians' lives because they were suffering from several social issues. Tunisia is one of the countries that experienced several issues during the former president Bin Ali's era. Based on Abdul Salam's study (2013), 23 years of Bin Ali's era increased the number of unemployed, where unemployment reached 30%.

Egypt

Same as Tunisia, Egypt was suffering **economically** for decades, 40% of Egyptians were living below the poverty line, and the reasons behind that

were non-equitable distribution of the GNP as well as the complete disparity between income and high prices (Abdul Salam, 2013). **Politically** Egypt was controlled by one party for many years, where there are several parties but yet one party always won the elections. **Socially**, education system was very weak, where the Egyptian government during Mubarak's used to spend only 1% from the country budget on education every year. Also, unemployment was increasing in a monthly basis (Abdul Salam, 2013).

KSA

The economic, political, and social conditions were different from the countries of model A and the countries of model B due to several causes. Economically, KSA has a strong **economy**. Moreover, KSA has one of the largest economies in the free market of the Middle East and North Africa possesses more than 25% of the gross domestic products (The Ministry of Commerce and Industry, 2012). **Politically**, KSA is an absolute monarchy, and even with the existence of the constitution the system relies heavily on the Islamic law. KSA did not colonize before, which reflected on the Saudi's regime. **Socially**, Saudis did not have the same experience that Egyptians and Tunisians had for many reasons, the Saudi government has achieved justice in the distribution of national income, they attempt to facilitate employment opportunities for all the citizens in the country, and a minimum income for each citizen to provide the basic demands of life (Al-Juwair, 2004; Al-Ali, 2008).

UAE

Economically, the UAE is different than any other Arabic country because of the diversified economic system that the UAE has, and that is what helped the country to be a regional center for industry and services. Also the UAE is the third country in the world in oil reserves. What makes the UAE special is the geographic location, which gives the country an economic power, and that the UAE has a free economic system (Fidy, 2014). **Politically** UAE is different than the countries of model A and a little different than KSA, the UAE is considered as one of the federal systems, which was founded in 1971. The UAE is one of the Arabic countries that did not need a political reform because no one was asking for it unlike what was happening in Egypt and Tunisia. The main reason behind the stability in the UAE is the good economic condition that the country has (Jalud, 2013). **Socially**, 84% of the Emiratis are satisfied with the educational system, and over 90% of the non-Emirates residents think that the UAE is good place to live. Furthermore, the percentage of the

high-income citizens reached 63% compared to the population (Beyomi, 2011). UAE has a plan that in seven years they will make the Emirates the happiest people not only in the Middle East but in the world. This plan is about offering people the best services, providing the basic needs for them, and adopting the youth's projects and developing them. Moreover, the plan is focused on providing the safety that people need to live their lives in the best condition (Al-Dabe'e and Al-Na'asani,, 2013).

Second, the digital world and the differences between the two models in each country of the countries of model A and B when it comes to how each country of the models A and B sees the electronic transition and the social media. The researcher focused here on the presence of each countries' rulers on social media.

The Rulers on Social Media

What makes the picture clearer is understanding the government's appearance on social media and analyzing the messages too. The researcher has chosen to analyze the appearance of each country's leader on social media and analyze the messages that they send to their people and to the world through the social media channel.

Tunisian president on social media

First, the Tunisian president's Twitter account @BejiCEOOfficial, according to his Twitter account, the fifth Tunisian president did not create his account on Twitter personally because his office runs for him. In the bio the presidential office wrote in Arabic "The official Twitter account of Beji Caid Essebsi the fifth Tunisian president." The account twitted over 1289 tweet, it has over 24 thousand followers, and the account follows 13 accounts such as BBC Africa, the Tunisian official government account, Reuters Africa, YouTube, and Facebook. The account is a news account, and focuses only on the president, his actions, and the event he attends. So, he does not talk to his people, or communicate with them through the account, which makes his account a classic news account to people who follow it. The researcher has chosen one tweet every 10 days of each month since the first day of this year until nowadays, and he chose it based on the highest number of retweets.

Date	Post (Tweet)	Number of retweets
January – July 2015		
January 5 th , 2015	Tunisian president gave the prime minister a permission to create the new Tunisian government. (With a photo of the president and prime minister).	11
January 14 th , 2015	The president opened the ceremony of the fourth Revolution and Youth festival memorial anniversary. (With a photo of the event).	5
January 26 th , 2015	Tunisian president has met Mahmoud Jibrel the head of the political office of the Libyan National Forces alliance. (With a photo of the event).	7
February 6 th , 2015	Tunisian president had a meeting with the Tunisian prime minister. In French. (With a photo of the event).	8
February 14 th , 2015	The president had a meeting with the Emirati minister. (A photo of the president and the Emirati minister of development and international cooperation).	4
February 25 th , 2015	About a meeting that the Tunisian president had with the Italian foreign affairs and international cooperation minister.	2
March 9 th , 2015	About the meeting that the Tunisian president has had with the president of the Tunisian love party. (A picture of the event was attached).	18
March 18 th , 2015	About a phone call that the Tunisian president has received from the Egyptian president.	128
March 29 th , 2015	About the president visiting the Bardo attacks victims memorial. (With a photo of the event).	77
April 7 th , 2015	About the statement that the Tunisian president has given with the French president that day. (In French).	10
April 8 th , 2015	About the meeting that the Tunisian president has had with the culture and communication French minister. (With a photo of the event).	8

April 27th, 2015	About a statement that Essebsi has given on that day asking people for the united, and how beneficial that will be to the country.	2
May 7 th , 2015	About an event that the president has attended, and a photo was attached to that tweet. (In French).	25
May 20 th , 2015	About a meeting that the Tunisian president had with the foreign U.S. minister John Kerry. In English. (A photo of the meeting).	11
May 21 st , 2015	About the meeting that the Tunisian president and Barak Obama the US president had in Tunisia. In English. (A photo of the meeting).	12
June 4 th , 2015	About an interview that the Tunisian president has made talking about the country and the future plans for it. (In French).	12
June 16 th , 2015	About a visit that the Tunisian president has made to a hospital to check on bombing victims that happened the day before the visit. (A photo of the event).	2
June 26 th , 2015	About a visit that the president has made, and a photo about the event was attached to it.	223
July 4 th , 2015	about the Tunisian president giving his orders to start working on the Emergency law in the country. In English. (A photo of the president).	31
July 15 th , 2015	Announcing that the president will have an interview on 9PM the same day that the tweet was released.	9

What mentioned earlier was about the Tunisian president's Twitter account, and the researcher has chosen the tweets that have been mentioned earlier to show the readers the reason that the account was tweeting for, and the purpose of that account presence on Twitter.

Egyptian President on Social Media

The second country of model A is Egypt mentioned earlier the Egyptian president has no accounts on any of the social media channels including Twitter, Facebook, or any other websites and social media channels.

Saudi's King on Social Media

The first country of model A is KSA, and the researcher has found the king of Saudi Arabia's Twitter account the Saudi's king Twitter account

@KingSalman. The researcher has chosen all of king Salman's tweets because king Salman did not tweet many tweets since he became the king of Saudi Arabia on January 22nd 2015. His Twitter account has 293 tweets, but he tweeted 10 tweets when he became the king, so 283 of his tweets was tweeted when he was the crown prince. The researcher has chosen the ten tweets only to show the readers that way he tweets, and to analyze the content of his tweets when he became the king of the country. King Salman has joined Twitter on January 2013, and his bio is written in Arabic "The account of the king of Saudi Arabia Salman Al-Saud." His

account has more than 3.4 million followers, and he does not follow anyone on Twitter. He is the only one who tweets through the account.

Date January – July 2015	Post (Tweet)	Number of retweets
January 22 nd , 2015	"May god bless Abdullah Al-Saud the former king of the country, my condolences to all the Saudis."	140.000+
January 22 nd , 2015	"I ask god to help me to serve the all the Saudis, and to make all their hopes come true. I ask god to be with us, and protect us from all the bad things that could happen to us."	260.000+
January 27 th , 2015	About President Barak Obama's visit to Saudi. (A photo of the king and Barak Obama).	24000
January 29 th , 2015	about the extra two salaries that he gave all the people who work for the government, and the several orders that he gave. He wrote in his tweet "to all Saudis, you deserve more than what I gave you, and as many things I give nothing will be a lot on you. Pray for me, and I hope god will be with you all."	370.000+
February 2 nd , 2015	"yesterday, men take the oath in front of me and you, I chose them to rise up the country, I met them and ask them to achieve all the goals that you people want."	130.000+
March 10 th , 2015	"the first plan is to make our country a successful model in the world in all the fields, and we will work you and me to achieve this goal."	160.000+
May 4 th , 2015	"all my wished and hopes to the new Crown Prince, the second Deputy Prime Minister, and the new ministers that I hired. I hope that they will do all their duties, and I will not accept any failure in serving the country."	130.000+

June 18 th , 2015	"May god blesses Ramadan for you and me, and my prayers to all Saudis, Arabs, and Muslims that god blesses them."	130.000+
July 16 th , 2015	"I wish that every year comes you and the Arabic and Muslims countries and people be fine and happy. All my prayers to Saudis for the progress and prosperity."	120.000+

Furthermore, the researcher has reported all of king Salman's tweets on Twitter, and the reason behind that to show the readers how king Salman tweets and communicate with Saudis through his Twitter account, and to make a comparison between the way the Tunisian president and king Salman use Twitter and communicate with their people.

Emirate Ruler on Social Media

The second country of model B is the UAE, and when it comes to the UAE several people from the royal family have social media accounts, but the researcher has chosen the Emeriti crown prince's Twitter account @HSHkMohd. The researcher has done that due to the importance of this person, and that he is the vice president and the prime minister in the UAE. Most of the time, Mohammed bin Rashid Al Maktoum tweets many tweets a day, and the way that the researcher has chosen tweets from his account was by choosing tweet that got the highest number of retweets in every 10 days since the first day of this year, so it will be three tweets a month. The reason behind that is that Bin Rashid tweets a lot unlike king Salman who tweeted 10 tweets in total. Bin Rashid's bio on Twitter is written in English "Official Tweets by his Highness Sheikh Mohammed bin Rashid Al Maktoum." He joined Twitter and started tweeting on June 2009, and he has more than 4.44 million followers which makes him the highest on the number of followers compared to the Tunisian president and the Saudis king. He follows 58 accounts on Twitter such as BBC, CNN, and Emiratis ministers; He tweeted since he opened his account more than 3275 tweets.

Date	Post (Tweet)	Number of retweets
January – July 2015		
January 5 th , 2015	"I am asking the international, humanitarian organizations, and all the countries to stand with the Syrian children the women in the	2600+

	refugees' camps who are facing a big storm with no food."	
January 12 th , 2015	"today, we have launched international humanitarian city's strategy covering years till 2021. UAE will become the world's biggest humanitarian hub."	1600+
January 22 nd , 2015	"May god be with all Saudi, Muslims, and us in the death of king Abdullah may he rests in peace."	24000+
February 1 st , 2015	"we started today's cabinet session with a reading of Al Fatiha for the late king Abdullah bin Abdulziz Al-Saud."	5700+
February 17 th , 2015	"From no roads 4 decades ago, UAE today has the world's most advanced and safe airlines and flights routes. For our dreams, the sky is the limit."	2000+
February 22 nd , 2015	"We congratulate the Kuwaiti people, and the Kuwaiti government for their holidays. May god blesses them and be with them all the time."	4800+
March 3 rd , 2015	"Today we have launched Museum of the future, featuring innovation labs and a permanent exhibit for future inventions."	2300+
March 13 th , 2015	About Egypt and how strong the country was and will be in the future.	4100+
March 23 rd , 2015	About the return of Oman's president to his country after a treatment trip.	4700+
April 8 th	"every excellence in the government needs to be thanked, every creator needs to be proud of, and every achievement from one of this country's sons needs to be in the memory of this country."	1600+
April 19 th , 2015	About the countries in the Arabian Gulf area. "We were and we are united."	1600+
April 21 st , 2015	"we gave the government's agencies and ministers a two years deadline, and I will be so happy to do the goodbye party to anyone who did not switch to the smart government in the two years." (A photo of the old post).	14000+
May 5 th , 2015	About the Saudi capital Riyadh city, and how beautiful and historical the city is.	7200+
May 11 th , 2015	about the first Sheik of the UAE, sheik Zaid, and how smart, national, and innovative he was. (A photo of the first sheik).	1600+

May 22 nd , 2015	"we put a real goal in a head of us to make the number of the government's clients decrease by 80% in the year of 2018, and we will achieve that goal."	2800+
June 5 th , 2015	About a female teacher. "Khawla Al-Husni is mathematics teacher, and she is a wonderful mother and citizen." (A video of her was attached).	977
June 17 th , 2015	About Ramadan, and the he was greeting all Arabs and Muslims for the Holly month.	2400+
June 24 th , 2015	Congratulating the health minister for the success in the first heart transplant operation for the 21-yearh old guy.	2800+
July 6 th , 2015	"I applaud initiative of businessman Abdallah Al Ghurair endowing third of his fortune (AED 4.2 billion) to education."	4300+
July 19 th , 2015	About a new law that the UAE has launched against all the forms of discrimination on several basis such as religion, caste, race, or ethnic.	4600+
July 24 th , 2015	About how a person can make a change, and how the world will not give anyone a chance until he or she make it.	4000+

That was Mohammed bin Rashid's tweets that the researcher chose to give the readers the opportunity to have a better understanding, and to give the opportunity to make a comparison between the way each country's leader tweets, and the way each country's leader communicate with people inside and outside his country.

Discussion

how each government's leader sees social media, and how they use it, and the way they communicate through it. The researcher believes that understanding this gave him the opportunity to have the best understanding that he and they might need to know and understand the situation better, and how each country has its own unique different situation. Also, how those differences made the social media impact be different from one country to another, and a model to another. The researcher believes that social media impact was different due to the differences that each country had in real life and digital life. The major reason behind this study is to give the researcher the ability to make a clear

and fair comparison between the two models, which is what the researcher would do in this chapter based on his findings from the previous chapters of this study.

Section one: Real Life in Each Country

Model A

Analyzing the study that Abdul Salam has done on the reasons behind the revolutions in Tunisia and Egypt; helped the researcher to have a better understanding of the economic, political, social situations in the countries of model A. Tunisia and Egypt have kind of the similar economic, political, social situations or motives, but the researcher will divide each country to make the point clearer to the readers than if he would mention the two countries together.

In addition, the researcher will analyze Tunisia as the first country of model A, and the analysis would be based on the findings that Abdul Salam has come up with in her study. Abdul Salam noted that Tunisians suffered because of their government for years before the revaluation. People in Tunisia has got through many economic issues during the era of Bin Ali, the former Tunisian president, and because of it they tried for many years to show their government that they are not satisfied with the way they run the government in the country (Abdul Salam, 2013).

Furthermore, when any person reads and understands Abdul Salam's study (2013), will know that the revaluation was not a surprise due to the economic issues that they have had. When a government in any country in the world focus on the private sector and forget to develop the public one people will suffer from this decision, and of course people will be angry if no one give them any chance to express their opinions, and tell how and what they feel about that decision that their government has had taken. Another point that Abdul Salam noted in her study, was that the government gave all the power to people who know the president or related to him, and that was a strong reason of people to revolt and did what they have done to the former government in the country. Also, when a country has more than 30% of the people with no jobs that will lead to public anger because people need job, and it is one of the most priorities in people's lives in any country in the world.

One of the most important motives and reasons for Tunisians to revolt against Bin Ali's government was that he ran the country for 23 years, and that is an unacceptable thing in a country that has a democratic constitutional republic system. So, if Tunisia is and was not a kingdom or

has any similar system to the kingdom system how come a president will run the country for over 23 years, and how Tunisians will feel about that year after year of being ruled by the same person. Another reason that led Tunisians to revolt against the government four years ago is that the freedom was not something they can say that they have in their country. When a government prison over 37 thousand citizens because of what they say, what they do, or how they think things should be in their country that will lead people to start searching for their freedom and start asking for it. One of the points that led Tunisians to use social media is that the freedom that they found on social media, which none of it was existed on the real life.

In addition, Abdul Salam had noted a speech that Bin Ali, the former Tunisian president, had given years ago about the number of jobs

and the percentage of the unemployment in the country; Bin Ali said in his speech that if any person wants to have a job in the country he has to fight for it because there is no enough jobs for Tunisians to have. If any person will hear that speech from the president who runs the country that he or she from the person will not believe in his president anymore because he did not say that his government will try to find more jobs, neither that his government will find solutions to the problem. The president has said that this is the amount of jobs in the country, and the government will do nothing to increase it, or to solve the problem.

The second country of model A is Egypt, and as the researcher has mentioned, the situation in Egypt is not totally different from the one in Tunisia. The researcher has pointed out previously that Egyptians have suffered for many years in the era of Mubarak, the former president in Egypt. Egyptians have suffered economically, politically, and socially during the era of the former president.

In Egypt people who are below the poverty line were more than 40%, not only that but in the former Egyptian president's era people who were called rich were only 10% of the population in the country, which makes 50% are people who have something to eat every day of their lives. This two statistical information give the readers and the researcher a picture of how Egyptians were struggling every day of their lives in their country to have the best life that they could have.

Moreover, a similar situation to the one in Tunisia that Mubarak has ran the country for over 30 years, which made him one of the oldest rulers

that ran Egypt, and one of the oldest in the whole Middle East. In addition, when it comes to freedom Egyptians were suffering with this point not only because of the laws, and the number of prisoners in the Egyptians prisons. Also, because of the media, and how all the media channels in the country were monopolized by the government. There were no television channels, radio stations, newspapers in Egypt that the government had no control on and their content. Of course the former government had arrested many people because of what they said on social media, but in the end they could not arrest everyone in the country, which made social media almost out of the government control during Mubarak's era.

Model B

On the other hand, the first country of model B as mentioned before is the Kingdom of Saudi Arabia "KSA", and as important as understanding the

situations in Tunisia and Egypt is to understand the situation in the countries of model B, KSA and the UAE. The economic, political, and social situations in KSA are totally different than the situations in either Tunisia or Egypt due to several reasons. One of the main differences is that KSA is a kingdom unlike Tunisia neither Egypt, and due to the difference in the government system people in Saudi do not see their government as the way Tunisians and Egyptians see their government.

KSA's situation was totally different than the situation neither Egypt nor Tunisia due to several reasons. The difference between KSA and the countries of model A that KSA has a strong economy and stable markets unlike the economic situations in the countries of model A, also KSA has one of the largest economy in the free market in the Middle East and North Africa, not only that but KSA was ranked recently as the ninth country in the world regarding the economic stability. What makes the big difference between KSA, and the countries of model A is that in KSA the public and the private sectors go hand in hand, and both of them are supervised and supported equally by the Saudi government. The ministry of Commerce and Industry has noted that KSA is a member of the World Trade Organization, and the gross domestic product has raised in the past few years for over 1.8 trillion Dollars, which makes the Saudi economy much stronger than the Tunisians and the Egyptians.

Moreover, the regime in KSA is totally different than the ones in Egypt and Tunisia because in KSA the regime is an absolute monarchy, not only the regime is different but the constitution that KSA has is also different. Unlike the other countries in the Middle East KSA has a strong

and stable regime, which makes many things that the other countries have been affected to are not as effective in KSA. Also, the financial possibilities in KSA makes Saudi as a direction to all the Arab people, who were trying to make their living in their country, but they did not make it. That makes Saudi not only good to Saudis, but to all the people, and that is a prove that KSA has what many Arabic countries do not have.

Furthermore, several studies have mentioned that living in KSA is much easier than living in many of the Arabic countries in the Middle East due to several reasons such as the education and how parents do not have to pay to educate their children, not only that but even the higher education in KSA is free, and the government pays for students to attend universities and educate themselves unlike the situation in Tunisia or Egypt because in one point the student should pay the government to educate him or herself.

In addition, the Saudi government has had made several decisions to improve and develop many fields in the country in the past ten years, which makes KSA totally different that the countries of model A because and according to the studies that have been written about the situations in Tunisia and Egypt and what their governments have done in the past 10 to 15 years, which was nothing. According to what has been mentioned in the previous chapter, KSA's government has made many decisions to make people's lives in Saudi much better than before such as raising the salaries by 15% in 2005, spending over 8 billion Saudi Reals in housing, and creating more than 25 new universities and offering over 150 thousand scholarships. All of that makes KSA ahead of Tunisia and Egypt because the governments their did not do any of that to people.

Also, the UAE government was not different than KSA's because they have made several positive moves to their people and those who live in the country. One of the reasons that makes the UAE different than many countries in the Middle East is that it has a diversified economic system, and the government income is not relayed on one or two fields only. Also, the UAE is one the third Arabic country in the oil reserve, which gives the UAE a strong economy unlike Tunisia or Egypt who do not make a big income out of oil. Another point that makes the UAE economically much stronger than the countries of model A is that the UAE has the second strongest Arabic economy after KSA. Making smart decisions is what makes the UAE ahead of Tunisia and Egypt because in 2010 the UAE has

reduced the oil contribution from 70% to 30% due to the development that it has done in the other industries in the country such as tourism. Additionally, the UAE has gotten an advanced rank on the International Transparency, which was 29th, and that is another point that makes the UAE's government ahead of Tunisian and Egyptian's governments, and more open, transparent, and developed.

Politically, the UAE has a totally different government system than what Tunisia and Egypt have because in UAE has a federal regime system, which makes people who live their very satisfied with the government, and who are the rulers in the country. Unlike how the situation was in Egypt and Tunisia because they were countries with different regimes systems, but they were not able to choose who is the next ruler in the country. Having a president that run the country for over 23 or 30 years is something unacceptable, but having a king or a prince runs the country for

the number of years that he could give is something acceptable due to the different systems. That was the political situation differences between the countries of model A and the countries of model B. Furthermore, several studies that have been showing that Emiratis are the most happiest and satisfied people in the Middle East, and based on the studies that have mentioned earlier in chapter three and four, over 84% of Emiratis are satisfied with the education system in the country, and more than 90% of the non-citizens in the UAE are happy with the style of living in the UAE. Also, the studies have been mentioned that more than 63% of Emiratis have high incomes compared to the population in the UAE.

In short, the researcher has analyzed the differences between the models A and B based on the real life, and what were the motives in each country of the two models. The reason behind this analysis is that each country has its own situation and without analyzing each situation the researcher would not be able to make good and significant judges. Also, without understanding that each government of each model has its own unique system and ways of running the country the researcher would not be able to understand the situation in each country and the differences between each government very well. Understanding the first level was a very significant step for the researcher to have a clear idea that will lead the researcher to make very good judges, and this step will affect the result that the researcher came up with in this paper.

Section Two: The Digital Life

Rulers on Social Media

From analyzing the point of the electronic transition that each government has made, the researcher believes that to have the best understanding of the situation and the differences between each model the presence on social media channels of each government has to be understood. To make this point, the researcher has gone to all the social media channels trying to find each government, and to analyze its presence and the way they communicate with people through Social Media. The researcher believes that without this point the comparison between each country of the two models and the Social impact on it will be unfair comparison due to not understanding the governments' presence on Social Media. To do this step the researcher has divided the presence of the four governments on social media into two sections: the first section is to analyze the messages and the presence of the four countries leaders; the second section is to analyze the messages and the presence of the four government's agencies.

Based on the researcher findings that have been mentioned in the previous chapter "The Result", the researcher has found that three of the government's leaders out of four have social media accounts. First, the account of Tunisia's president Beji Caid Essebsi and the Tunisians president has a one account on Twitter only. His account is news of the president only, and he does not communicate through himself, his office does. Second, the Kingdom of Saudi Arabia's king, King Salman Al-Saud, which he has a one social media account on Twitter such as the Tunisian president, but the difference between the two accounts is that King Salman communicate and tweet through the account himself not his office. Third, the UAE's vice president, who is one of the most active leaders in the world on social media. The UAE vice president Mohammed Al Maktoum has several social media accounts such as on Twitter, Facebook, Instagram, and Google plus, which he uses them all.

Tunisian's Leader

Based on the tweets that the researcher has randomly chosen and were mentioned in the previous chapter, the researcher has found that the Tunisian president's Twitter account is not different from any other newspapers, TV channels, and radio stations in the country of Tunisia. Which makes this social media account does not have any unique characteristics than any other media channel or method. The president of Tunisia does not use the account to read or to understand what Tunisians

want from him, nor if he is doing the right thing in the people's eyes. The Tunisia president has given his orders to create this account to make it as a window or a private channel of him and the actions he makes or the events he attends.

Egyptian's Leader

As the second country of model A, the Egyptian president was a complete surprise to the researcher due to the disappearance on Social Media. What was surprising to the researcher is not only that the Egyptian president does not have any social media accounts, but because of the lessons that no one learned from in Egypt. People has done two revolutions in the country, and communicating with seems the right action to make, but the Egyptian president has a complete different opinion than this.

KSA's Leader

On the other hand, KSA as the first country of model B, its king has a social media account, which is his Twitter account @Kingsalman. The king's account was created since King Salman was a crown prince, but at that time he was not the one who communicates through the account, his office was. Since he became the King of Saudi Arabia he started to post on Twitter himself not his office, which was a first and still is in the Middle East because there are no presidents or kings who have a social media account in the whole Middle East. King Salman has joined Twitter in January 2013, when he was a crown prince. The account posted 293 tweets, but since King Salman became the King of Saudi Arabia he tweeted 10 tweets only, and that was the reason behind choosing all the posts that he posted. The Twitter account has more than 3.4 million followers from all of over the world not only from KSA, and King Salman does not follow anyone on Twitter until today.

UAE's Leader

As the second country of model B and the last country from the countries that the researcher has chosen in this study, the UAE's vice president Mohammed Bin Rashid Al- Maktoum has several social media accounts, but the researcher for the reason that have been provided to the readers earlier will analyze his Twitter account only, which is

@HHshkmohd. The vice president of the UAE has joined the social media world and specifically Twitter on June 2009, which makes him one of the first leaders in the world to join Social Media. The account has more than 4.44 million followers from all over the world, and he follows 56 Twitter accounts such as CNN, BBC, and Emiratis ministers' accounts. The research has chosen the tweets that Mohammed Al-Maktoum posted randomly, and he chose a post every 10 days since the beginning of the year 2015.

Furthermore, Mohammed Al-Maktoum posts on his account himself, and no one else post anything through it. He tweets about several things such as the death of King Abdullah, the king of KSA, Congratulating Kuwait on their national day, activates that he does, events he joins, and communicating with people through the account. Mohammed Al-Maktoum uses his account as a person, and as a vice president. He posts about several things that are not related to the UAE, but at the same time he posts many tweets as a vice president and a prime minister. Mohammed Al-Maktoum is not only one of the fewest Arabic leaders who joined the Social Media, but he is one of the most active leader on it.

In short, comparing the leaders' effort and presence of the two models on social media was a very significant step that helped the researcher to provide the readers with the information that they need to understand the situation and the differences between the two models better. So, if a leader does not care about Social Media, which was an important tool for people to express their feelings and opinions he does not see it as important as it is, or he does not care for people's opinion, which is a bigger issue than the first one. The leaders of the countries in model B saw how important is social media to their people, and that was the main reason behind joining it, and trying to communicate with their people through it, which made a huge difference than the situation in the countries of model A. The researcher believes that due to the disappearance of the leaders of the two countries of model A now and before made a huge difference on how their people see them; unlike the situation with the countries of model B.

Understanding the differences between the leaders of the two models was a significant point that helped the researcher to understand the different situations between the two models. Another point that will help the researcher and the readers to have a better understanding of the

different situations is that to compare the presence of the four governments and its agencies on Social Media, which will make the point clearer.

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