

## Interactivity on the Official Facebook Pages of Media and Communication Units at Algerian Universities: The Case of Khenchela University

**Amara Abdelhalim**

AbbèsLaghrou University of Khenchela – Algeria  
E-mail: amaraabdelhalim@univ-khenchela.dz, Orcid: 0009-0008-4764-6358

**Menaceur Khaled**

AbbèsLaghrou University of Khenchela – Algeria  
E-mail: menaceur.khaled@univ-khenchela.dz, Orcid: 0000-0002-7965-5856

**Gaouas Djamel**

AbbèsLaghrou University of Khenchela – Algeria  
E-mail: gaouas.djamal@univ-khenchela.dz, Orcid: 0009-0000-7410-9189

Received: 16/01/2025, Accepted: 17/03/2025, Published: 08/05/2025  
doi: 10.56334/sei/8.3.65

### Abstract

Modern technology has revolutionised the field of communication, mainly through social media platforms such as Facebook, which has become a vital tool for organisations and academic institutions to engage with their audiences. The interactive features of Facebook have made it an ideal platform for fostering engagement. This study aimed to explore the level of interactivity on the Facebook page of the Media and Communication Unit at the University of Khenchela, which is taken as a model among the Facebook pages of Algerian University. The findings revealed that most page followers are female, aged between 18 and 34, primarily focusing on students or young people. The local audience, especially within Algeria and Khenchela, is substantial, reflecting the university's local impact. However, the international audience remains limited, indicating a need to adopt more effective digital communication strategies to reach a broader and more diverse public.

Keywords: Interactivity, Media and communication units, Algerian universities, Official Facebook pages.

---

<sup>1</sup> **CC BY 4.0.** © The Author(s). Publisher: IMCRA. Authors expressly acknowledge the authorship rights of their works and grant the journal the first publication right under the terms of the Creative Commons Attribution License International CC-BY, which allows the published work to be freely distributed to others, provided that the original authors are cited and the work is published in this journal.

**Citation.** Amara A., Menaceur Kh., Gaouas Dj. (2025). Interactivity on the Official Facebook Pages of Media and Communication Units at Algerian Universities: The Case of Khenchela University. *Science, Education and Innovations in the Context of Modern Problems*, 8(3), 1058-1078. doi: 10.56352/sei/8.3.65. <https://imcra-az.org/archive/358-science-education-and-innovations-in-the-context-of-modern-problems-issue-3-volvi-2025.html>



## Introduction

Modern technology has contributed to significant changes across various domains, including institutional communication. Organisations have increasingly invested in advanced technological tools for their activities and functions. The function of communication within institutions has been notably influenced, as it has absorbed the characteristics of the technological reality, mainly speed and interactivity in executing tasks and responsibilities. This transformation has also affected the role of institutional communication in terms of the content it delivers, using various media tools and applications. Among these, Facebook is a prominent platform for discussing diverse topics and materials. Facebook is considered one of the most important social media platforms that various institutions use. This is mainly due to its ease of use and the wide range of features it offers, such as access to updates, the enhancement of communication links, the ability to gain the trust of a larger audience, and the achievement of higher levels of engagement. Facebook has introduced a dynamic interaction between the public and the institution, significantly boosting interactivity. This, in turn, has enabled institutions to achieve remarkable success in communication. Specifically, Facebook has emerged as a key medium through which audiences access news, express opinions, and stay informed about global events in a timely, fast, and accurate manner, reaching a broad and diverse audience, most of whom increasingly rely on this platform. Interactivity is closely linked to social media platforms, which are distinguished by their ability to provide user-generated content and enable users to select and define their network communications with others. Moreover, social media is a unique form that allows users to interact with others with varying degrees of familiarity with the platform. This particularity fosters deeper immersion in the digital environment through the digital effects of users' activities on these networks, which have become an integral part of everyday life. These social platforms have also transformed how individuals express opinions and share emotions. For example, a simple action such as clicking the "Like" button on Facebook enables users to convey their thoughts in a symbolic and minimalistic manner, reflecting a broader shift in modes of expression.<sup>1</sup>

One of the internet's most prominent communication medium features is its interactivity. This characteristic has facilitated synchrony and immediacy in feedback through various communicative tools, such as instant relay chat (IRC) and multiuser dungeons (MUDs). This form of interaction is commonly referred to as synchronous communication. In addition, the internet has altered traditional notions of time and space, which have historically underpinned social relationships. It provides a means of communication through its wide array of tools and services that enable interaction with

anyone, anywhere, without requiring physical presence and at a lower cost than other communication media.

These continuous technological advancements have led to the emergence of virtual communities and the rise of what is now termed "new media" or "alternative media", which have played a critical role in attracting audiences and fuelling the discussion of numerous issues. This, in turn, has contributed to the formation, development, and diversification of these communities, their impact, tools, and the dynamics within them within what is now referred to as the "technosocial system" of the internet. These developments invite analysis of their implications for new media and audiences. Moreover, the internet has enhanced communication and dialogue among users, overcoming the barriers of time and space through synchronous communication tools such as chat rooms and instant messaging, as well as asynchronous tools such as email, forums, and blogs.<sup>2</sup>

Communication within university institutions has evolved into a function that has embraced modern technology and leveraged key applications to transition towards digital practice. Universities have utilised social media pages through this role to disseminate their content and messages to various targeted audiences. Observers of numerous university pages will notice a wide array of content through which the institution seeks to foster interactive communication with its audiences, particularly in the context of increasingly diverse and tailored messages.<sup>3</sup>

#### Research Problem

Institutions utilise communication tools across all their departments and branches, as these tools have come to reflect their public image, particularly with the growing emphasis on institutional reputation and its significance in shaping opinions, guiding decision-making, and influencing behaviour. Establishing a positive image has thus become a primary objective that public institutions strive to achieve through effective performance aligned with the needs of audiences, who are both influenced by and influential upon institutional policies. Today, we are witnessing a shift from industrial manufacturing as the foundational organising principle of society to a new era dominated by emerging technologies, digital media, data processing, entertainment, and the knowledge economy. An interactive dimension has been introduced into the communication process through search engines, social media platforms, Web 2.0 technologies, blogs, online press releases, podcasts, and webinars. These tools have become readily accessible to communication and public relations professionals, enabling them to play a crucial role in establishing a strong institutional reputation and facilitating real-time engagement with the public.<sup>4</sup>

Researchers have shown considerable interest in studying interactivity within modern communication media. Despite the extensive attention this topic has received in previous foreign

studies, there remains a noticeable lack of focus within Arab academic research except for a limited number of studies, most of which are related to public relations, whether in its traditional form, which employs new media or in the context of digital public relations, a concept that has not yet been fully realised in most Arab countries, with the notable exception of a few, particularly the United Arab Emirates.

The use of social media networks, especially Facebook pages, in the practice of public relations within university institutions enhances the visibility and presence of these organisations. The interactive potential offered by Facebook within the communication process reflects responsiveness to contemporary changes, which universities aim to keep pace with by improving their performance and showcasing their activities through the communication units' pages on Facebook. For this reason, we sought to conduct a study on the topic of interactivity on the communication units' pages of Algerian universities, selecting the official page of the University of Khenchela as a case study, given its relevance, especially when interactivity is seen as a conducive environment for such engagement.

Accordingly, we sought to address the following research problem:

*To what extent are the dimensions of interactivity achieved on Facebook pages managed by the communication units of Algerian universities?*

We selected the official page of the University of Khenchela as our case study, aiming to observe and analyse the tools and capabilities of interactivity and to assess the extent to which the new features and functionalities offered by the Facebook platform are being utilised.

To address this research problem, our study was guided by the following main research question:

*What is the level of interactivity on the Facebook page managed by the Media and Communication Unit of the University of Khenchela, the selected case study?*

Significance of the study

Any research topic or study must reflect the extent of its significance, whether from a theoretical or practical perspective; the latter often refers to the real-world implications of the study's findings and recommendations. Researchers consider investigating the concept of interactivity essential, as it represents one of the most prominent features of communication via social media platforms within the functions of institutional communication. This investigation supports the vision of aligning university institutions with modern technological developments.

Moreover, understanding interactivity in the context of how university institutions engage with their user audiences helps define the nature of their interactive role and assess its impact on their respective publics. Research in this area contributes to a deeper understanding of all interactive elements present on the Facebook page of the Media and Communication Unit at the University of

Khenchela. This insight reinforces the unit's role and enhances its vision at both practical and social levels.

#### Objectives of the Study

In this study, the researchers aimed to uncover the degree of interactivity on the Facebook page managed by the Media and Communication Unit of the University of Khenchela and identify the interactive features available. The specific objectives to be achieved are outlined below.

1. To identify the interactive dimensions on the Facebook page supervised by the Media and Communication Unit of the University of Khenchela, including the number of followers, their countries of origin, and the growth in their numbers over the study period.
2. The formats of the Media and Communication Unit's posts and which types generated the most engagement and attention were used to examine the content shared through them.
3. To measure the volume of visits to the Facebook page of the Media and Communication Unit throughout the study period.
4. To assess the overall performance of the Facebook page managed by the Media and Communication Unit of the University of Khenchela throughout the study.

#### Previous studies

First Study: The study by Ghazal and Bourahli, titled *"Human Interactivity and Its Contexts on Social Media Platforms: A Study of Forms and Patterns through the Facebook Page of El-Bilad Newspaper"*,<sup>5</sup> aimed to provide conceptual frameworks and field-based insights into "human interactivity." The study explored the relationships among three contexts of interactivity within the social media environment: sharing, commenting, and emojis. It sought to analyse the various forms and patterns of interactivity as practised by users on the Facebook page of the Algerian newspaper *El-Bilad*, focusing on how users choose to express their opinions through icons, emotive symbols, comments, and content sharing, as well as the type of language used in their interactions. Using observation as the primary research tool, the study concluded that users employ all forms and patterns of interactivity, although varying levels of awareness and perception shape them.

Second Study: The study by Djefal and Rahmani, titled *"Interactive Public Relations in University Institutions through Social Media: An Analytical Study of a Sample of University Facebook Pages"*,<sup>6</sup> Aimed to investigate the dimensions of interactivity within public relations departments in university institutions through their use of social media platforms. The research provided an overview of modern public relations practices at the university level, with Facebook chosen as the focus owing to its interactive technologies and applications supporting two-way communication among users.

The study measured the degree of interactivity embedded within public relations functions. It falls within the category of descriptive studies and employs a survey-based methodology. Data for the analytical component were collected via content analysis, applying Heeter's interactivity scale to a purposive sample of university Facebook pages.

The findings revealed that the availability of diverse interactive tools and services on university pages was generally adequate. However, the extent and manner of their use varied from one page to another and across different dimensions of interactivity. This outcome presents a positive indicator of the adoption of modern communication approaches by public relations departments at Algerian universities, especially considering the relatively recent integration of interactive public relations in these institutions compared with their more advanced global counterparts.

Third, the study by Al-Qadi, titled *"Interactive Public Relations and Enhancing Communication with the Public: An Analytical Study of a Sample of Governmental Facebook Pages in Jordan,"*<sup>7</sup> Aimed to examine the extent to which interactive dimensions are achieved on Facebook pages managed by public relations departments within Jordanian ministries. The study also sought to assess how effectively these departments utilised the modern features and tools offered by Facebook. A purposive sample was selected, focusing on the official Facebook pages of the Ministry of Tourism and Antiquities and the Ministry of Health, covering the period from 1 September 2022 to 30 October 2022.

To address the study's research questions, the researcher employed Heeter's interactivity scale and the scales developed by Mu'in Al-Kou and Wa'idah Fakhr Al-Din, including functional interactivity measures. The methodology relies on "scientific observation" and a "content analysis form" as key research tools. The content analysis form was designed based on interactivity dimensions and their respective indicators.

The study's findings revealed a diversity in the content and formats of posts on both Facebook pages under investigation. However, informational content and promotional messages directed at the public were the most prominent types of content shared. In contrast, posts inviting participation in events, competitions, or opinion polls were notably absent from both pages.

There were notable similarities between the two ministries in terms of content formats. For the Ministry of Tourism, images ranked first, accounting for 49.2% of posts, followed by videos at 17.6% and multimedia content at 16%. For the Ministry of Health, images also topped the list at 42.3%, followed by multimedia content at 30.9% and videos and infographics at 9.9%. Audio content was not used on either of the two pages.

The study also highlighted the absence of several important interactive tools, such as the opinion poll feature, the ability of users to add content (text, images, videos), an archive feature for the page,

and the ability to respond to user comments. Furthermore, the results indicated a direct correlation between the availability of interaction and communication tools and the level of interactivity achieved: the more interaction tools available to users, the greater their engagement choices.

Fourth study: The study by Adel Abdel Fattah and others, titled *"Interactivity as Reflected by Social Networking Sites: A Comparative Analytical Study of Facebook and YouTube within the Framework of Media Richness Theory,"*<sup>8</sup> aimed to identify the key elements, indicators, features, and levels of interactivity employed by social networking sites and to compare them. The study also sought to observe how these platforms benefit from the structural interactive elements they offer online.

The researchers adopted a descriptive-analytical approach and used form analysis as the primary tool to collect data from the selected social networking sites Facebook and YouTube from 1 June 2012 to 30 June 2012.

The study reached several key findings, the most notable of which are as follows:

1. The study's findings indicated that Facebook outperformed YouTube across all six dimensions of interactivity. These dimensions included the variety of choices available to users, reduced user effort, ease of user communication, system usage monitoring, speed of information retrieval, and ease of content addition. This reflects Facebook's superiority in leveraging structural interactive components and its effectiveness in implementing various features, levels, and indicators of interactivity. The detailed tables confirmed that Facebook had a higher overall interactivity score than YouTube.

2. Regarding the overall total of the six dimensions constituting the interactivity scale for the platforms studied, the results revealed that both Facebook and YouTube reached relatively high levels of interactivity. Facebook achieved an overall average of 42.7%, compared with 23.09% for YouTube, with a difference of 19.61 percentage points in favour of Facebook. The combined average interactivity level for both platforms was 32.89%.

3. The findings regarding the distribution of social networking sites across the seven dimensions of media richness theory demonstrated Facebook's superiority over YouTube in all seven dimensions: natural language, personal focus, immediacy, multiplicity of cues, multidirectional external recordability, and computer memory. Facebook ranked first across these dimensions, with an average media richness score of 63.7%, whereas it was 36.3% for YouTube, a relative difference of 27.4 percentage points in favour of Facebook.

Study Concepts:

Interactivity:



Interactivity refers to the capacity for role exchange between the sender and the receiver of a communicative message. In modern communication technologies, the user shifts from being a passive recipient to an active participant who sends and receives information simultaneously. Interactivity signifies the end of the linear communication model characterised by one-way transmission from sender to receiver, typical of traditional mass, collective, and cultural communication reliant on conventional mass media. Instead, communication has become bidirectional, with participants in the process able to alternate roles. Each party possesses the autonomy and ability to influence the communication process at the time and in the manner they see fit.<sup>9</sup>

Operationally, the researchers define interactivity as a set of techniques, mechanisms, and elements employed on digital Facebook pages, whether synchronous or asynchronous, that maximise participation and engagement among receivers themselves, between the receiver and the communicator, and between the receiver and the medium. This interaction is shaped by users' varying needs, interests, and preferences and is oriented towards achieving diverse objectives.

#### Facebook:

Facebook is a social networking website that allows users to form friendships and reconnect with former classmates worldwide or join various groups on the web. Subscribers can join one or more networks, such as schools, workplaces, geographical regions, or social groups. These networks enable users to connect with other members within the same network and add friends to their profiles, allowing access to personal pages and shared content. According to Al-Dahdouh,<sup>10</sup> Facebook is a social networking site accessible via the Internet through a link (facebook.com). The platform allows users to connect, interact, share information, and exchange experiences via various technological tools.

#### Official Pages:

Official pages are either specialised or general-purpose pages that remain active year-round and publish content in various formats, such as written, audio, video, images, or multimedia. These pages are affiliated with official entities such as media organisations, national bodies, and educational or security institutions. They are characterised by their formal nature and thematic diversity or specialisation in a particular field. They are accessible to all individuals simply by liking or subscribing to the page.

#### Operational Definition by the Researchers:

Official pages are a type of Facebook page that includes images, videos, and other forms of media depending on the page's title and intended purpose. These pages present all types of news-related content and, in the context of this study, focus specifically on publishing information related to university activities, particularly those of the University of Khenchela, whether internal or external



stakeholders. They also disseminate content related to ministry-affiliated activities and media coverage concerning the university.

#### Media and Communication Unit:

The Media and Communication Unit is a subsidiary body affiliated with the university's directorate. It ensures effective communication among all university stakeholders by providing information and interacting with various academic partners. This unit is a liaison between the university's internal structure and the media environment. It is tasked with defining and implementing an effective institutional communication strategy within the university, safeguarding its image and reputation, and highlighting activities organised by the institution. These efforts align with the university's strategic objectives and promote awareness of the university, its academic and research entities, and its various departments.

#### Methodological Procedures of the Study

##### Type of Study:

This research falls within the category of descriptive studies, as it aims to observe and analyse the audience's interaction with the Facebook page of the Media and Communication Unit at the University of Khenchela. This study aims to derive meaningful findings and insights that can enhance audience engagement and promote the effective use of social media platforms, particularly Facebook, by university institutions.

##### Research Methodology:

The study adopted a methodology that examines social interactions and relational structures, or the social networks of actors, offering a deeper understanding of the social phenomenon under investigation. Accordingly, the data collection type depends on the research objective: when studying individual traits, attribute data are gathered; when examining the social structure of actors, relational data are collected. Social network research relies heavily on graph-based imagery, where nodes and the connections between them represent actors and are illustrated via either directed or undirected lines.<sup>11</sup> Accordingly, the social network analysis (SNA) approach is primarily concerned with analysing and studying the structure of relationships based on the premise that the pattern of social ties in which actors are embedded has significant consequences for those actors.

##### Study Population and Sample:

The population of this study consists of the Facebook page of the Media and Communication Unit at the University of Khenchela. This page was purposefully selected by the researchers for analysis, as it represents the official Facebook account of the university at which they are employed. Furthermore, one of the researchers, Amara Abdelhalim, serves as the primary supervisor of the Media and

Communication Unit at the university and is directly responsible for publishing content and managing communication-related to university activities.

The researchers chose to analyse the Facebook page as a social media platform because of its widespread popularity and significant societal influence. Thus, the study's sample comprises the official Facebook page of the Media and Communication Unit at the University of Khenchela from 1 January 2024 to 19 July 2024.

Table 1: Title of the Facebook Page (Study Sample)

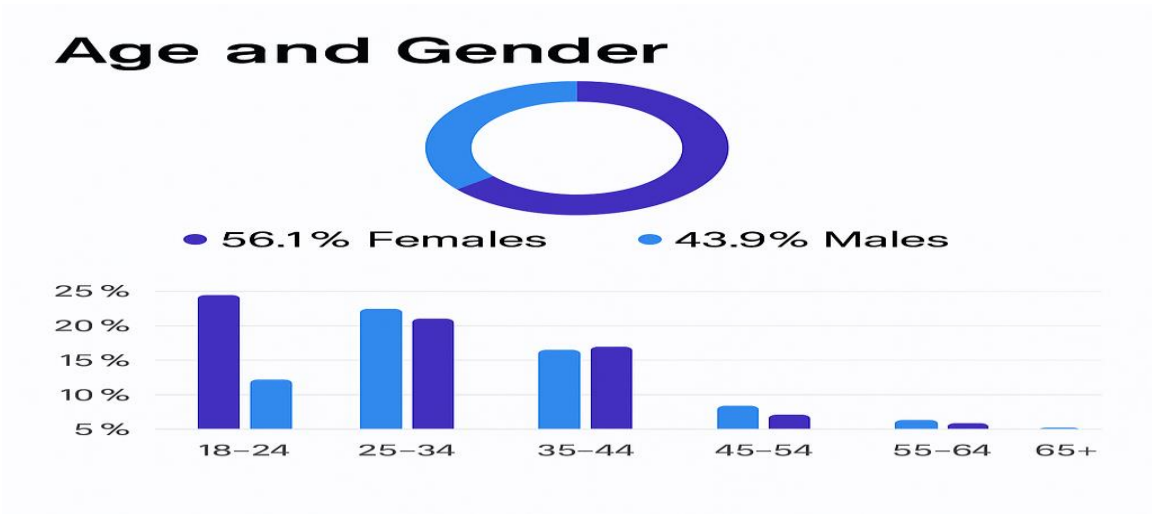
o	Name of		Facebook Page Link
	University		
1	University of Khenchela	WKwL	<a href="https://www.facebook.com/univkhenchelaofficial?mibextid=Zb">https://www.facebook.com/univkhenchelaofficial?mibextid=Zb</a>

Data collection tools:

The researchers relied on network analysis of the Facebook page of the Media and Communication Unit at the University of Khenchela and the audience's interaction with it. Data were obtained from the page's performance outputs during the study period, which were collected via the Meta Business Suite platform provided by Meta to page owners and administrators. These data were presented as infographics, offering insights into user engagement and interaction metrics.

Discussion of the study results

1. Audience Size and Sociodemographic Data



Based on the infographic data illustrating the audience size and sociodemographic data, the following observations can be made:

A. Gender distribution:

- Females Represent 56.1% of the page's followers, indicating that most of the audience is female.
- Males accounted for 43.9% of the followers. Although this represents a smaller proportion than females, it still constitutes a significant audience segment.

B. Age distribution:

- 18–24 years: This group is the most active on the page, making up approximately 20% to 25% of followers, reflecting a predominantly youthful audience.
- 25–34 years: This age category ranks second in presence, with an estimated share between 15% and 20%, representing young adult users.
- 35–44 years: Followers in this group constitute between 10% and 15%, showing ongoing but comparatively lower engagement than younger age brackets.
- 45–54 years, 55–64 years, and 65+ years: Each age group represents a tiny portion of the audience, with less than 5% in each category.

Importance of Sociodemographic Data:

These data provide a comprehensive overview of the target audience. Understanding the age and gender distributions of followers supports customising content to align with the interests of different age groups and the specific needs of each gender. This, in turn, contributes to refining the page's media strategy and enhancing its effectiveness.

2. Geographical Distribution of Page Followers

## Geographical Distribution of Page Followers

### Top countries

Algeria	31 K	99%
France	146	0%
Tunisie	56	0%
Morocco	47	0%
Egypt	39	0%
Iraq	31	0%
Canada	30	0%
Libya	29	0%
United Arab Emirates	25	0%

### Top cities

Khenchela, Algeria	17 K	53%
Kaïs, Algeria	1,600	5%
Alger, Algérie	843	3%
Batna, Algérie	758	2%
Tébessa, Algérie	606	2%
Tazougart, Algeria	582	2%
Biskra, Algérie	421	1%
Zoui, Algérie	391	1%
Babar, Algeria, Algérie	341	1%

Based on the geographical distribution of page followers, the following observations can be made:

➤ Concerning countries, Algeria overwhelmingly dominates the follower base, accounting for 99% of total followers. The proportion of followers from other countries is minimal.

➤ Concerning cities within Algeria, Khenchela alone represents 53% of all followers, indicating a significant audience concentration in the university's home city. Other cities account for considerably smaller proportions of the follower base.

#### 1. Analysis of the geographical distribution of followers by country:

➤ Algeria: With 31,000 followers, Algeria represents 99% of the total geographic distribution. This reflects a strong connection between the page and its local audience, which serves as the university's core base.

➤ Other countries include France (146 followers), Tunisia (56), Morocco (47), and Egypt (39). The number of followers from these countries is minimal compared to that from Algeria, indicating that international engagement with the page is minimal and that the international audience constitutes only a tiny portion of the total number of followers.

#### 2. Analysis of the geographical distribution of followers by city:

- Khenchela, Algeria: Khenchela serves as the primary hub of the page's followers, representing 53% of the total audience, with 17,000 followers. This indicates that most of the page audience is concentrated in the city of the university.
- Kaïs, Algeria: Ranking second with 1,600 followers (5%), Kaïs show a noteworthy level of engagement despite being significantly lower than Khenchela. This also reflects growing interest from neighbouring areas.
- Other cities, such as Algiers, Batna, Tébessa, Tazougart, Biskra, and others, represent 1% and 3% of the total follower base. This suggests that while the page has a presence in several major cities across Algeria, this reach is not as prominent as in Khenchela.

### 3. Growth of Follower Counts During the Study Period



Based on the general description of the graph, the following conclusions can be drawn:

- Current Number of Followers:
- The page has 3,100 followers, reflecting a 34.7% decrease in the overall follower count.

#### Analysis of Temporal Trends:

- The time frame represented in the graph spans from 1 January to 19 July.
- Noticeable peaks in follower count are observed during specific periods, such as mid-February and late May.
- After each peak, the number of followers significantly declines, followed by a subsequent increase, indicating a cyclical pattern of engagement.

#### 4. Number of Visits to the Media and Communication Unit Page



#### 4. Number of Visits to the Media and Communication Unit's Facebook Page

Based on the attached graph, the following observations can be made:

General Description of the Graph:

The chart illustrates the number of visits to the University of Abbas LaghrourKhenchela's official Facebook page over a specific time period.

- Total number of visits: 422,100
- A slight increase of 3.3% in the overall number of visits during the study period.

Analysis of Temporal Trends:

- The graph covers the period from 1 January to 19 July.
- Several distinct peaks are observed, particularly around mid-February and late May, suggesting periods of heightened activity and interest on the page.
- Despite these spikes, there are also noticeable drops in visits during certain intervals, indicating a fluctuating pattern of user engagement with the page.

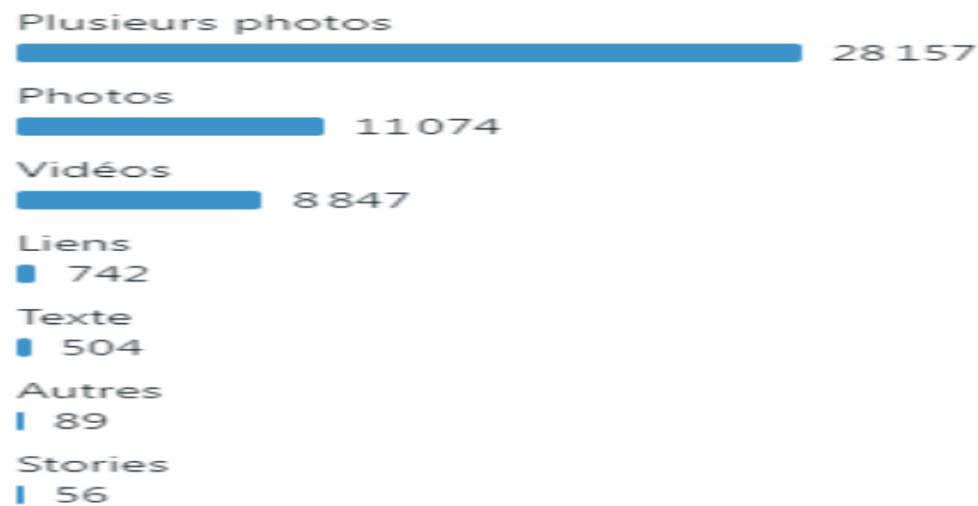
#### 5. Nature of the Content Published on the Page



Based on the chart, we observe the nature of the content published on the page as follows:

- Images: 150 posts, representing the largest share of published content. This suggests that the page focuses primarily on visual content, likely because images tend to attract greater user engagement.
- Videos: Twenty-four posts ranked second after images. This finding indicates that videos also receive attention, although to a lesser extent.
- Links: 20 posts, placing link sharing in the third position. This reflects the page's use of external sources or references, possibly linked to news or articles.
- Text posts: 5 posts showing that purely textual content is used sparingly, suggesting that it is not a significant part of the page's publishing strategy.
- Live broadcasts: 1 post indicating that this content type is rarely utilised.
- Stories: No stories were published, which may suggest that this feature is not in use on the page.

#### 6. Number of interactions with published content



Based on the chart showing the number of interactions with published content, we observe the following:

- Photo Albums: This category received the highest level of engagement, with 28,157 interactions, accounting for approximately 57%. This suggests that posts containing multiple photos are particularly effective in attracting user interaction on the page.
- Single images: With 11,074 interactions (approximately 22%), single images performed well but were less engaging than photo albums.



- Videos: With 8,847 interactions, videos represent approximately 18% of the total engagement, indicating that video content is popular and appeals to a large audience segment.
- Links, Texts, and Other Content: Combined (742 + 504 interactions), these forms received relatively low engagement, suggesting that they generate limited interest among followers.
- Stories: With only 56 interactions, stories accounted for the lowest engagement percentage, possibly indicating that the page is underutilising this feature or less appealing to its audience.

#### 7. Volume of Interaction with the Page

Based on the graph illustrating the daily interaction volume with the page, we observe the following:



##### 1. Reach (Couverture):

- Total Reach: 230.6 K, corresponding to a decrease of 62.9%.
- Organic Reach: 230,638, accounting for 100% of the total reach, indicating that all interactions were organic, with no paid promotion.

##### 2. Content Interactions (Interactions avec le contenu):

- Total Interactions: 49.5 K, reflecting a 15.6% decrease.

##### 3. Followers:

- Total Followers: 31.9K.

##### 4. Link Clicks (Clics sur un lien):

- Total Clicks: 2.4K, marking a 22.9% decrease.

Regarding Daily Engagement Trends:

Interaction Trends:

- The daily interaction graph reveals significant fluctuations, with noticeable peaks in engagement during late January, March, and May.
- Engagement appears to rise during specific periods, likely linked to events or key posts, and gradually declines afterwards.

Reach and interaction performance:

- The page reach declined significantly by 62.9%, which may indicate a drop in post visibility or reduced activity on the page.
- Content interaction fell by 15.6%, suggesting that even followers who saw the posts engaged less than usual.

Link clicks:

Link clicks also decreased by 22.9%, indicating a decline in user engagement with the links shared on the page.

Overall Study Findings

1. Sociodemographic observations:

- Gender:
  - There is a noticeable predominance of female followers, which could reflect the nature of content that targets women or a generally higher engagement rate among female users.
- Age:
  - The largest segment of followers is between the ages of 18 and 34, indicating that the content largely appeals to students or young adults.
- Follower Volume and Demographic Data:
  - The page relies heavily on a local audience from Algeria, particularly from Khenchela.

This shows the university's intense focus and influence on its immediate community.

- International Audience:
  - Very limited engagement is shown from international followers. If a university aims to expand its global presence, it may need to adopt targeted digital marketing strategies to reach a broader audience.
- City distribution:
  - While there is interest in pages from various Algerian cities, the distribution is imbalanced, with Khenchela being overwhelmingly dominant in engagement.

## 2. Conclusions

### ➤ Fluctuation in Follower Count:

➤ The graph displays significant fluctuations in the number of followers over the months. This suggests that the page experienced periods of heightened activity possibly triggered by specific campaigns or content that captured audience interest, followed by periods of decline in engagement or even loss of followers.

### ➤ The overall decline in Followers:

➤ The overall decrease of 34.7% in follower count may indicate that the page faced challenges retaining its audience. This could be attributed to shifts in content strategy, reduced relevance, or a decline in interactive communication with followers.

## 1. Number of Visits to the Communication Unit Page

### ➤ Slight Increase in Visits:

➤ Despite fluctuations, page visits increased overall by 3.3%, indicating that the page successfully attracted more visitors over the observed period.

### ➤ Visit Peaks:

➤ Periods of sharp increases in visits may be associated with specific events, highly engaging posts, or successful promotional campaigns.

### ➤ Periods of decline:

➤ Each peak is generally followed by a decline in visits, which could indicate waning interest or reduced user engagement after periods of heightened activity.

## 2. Nature of the Content Published on the Page

➤ Images account for 75% of the published content, making them the most frequently used media type.

➤ Videos represent 12%, ranking second after images, indicating a notable use of multimedia.

➤ Links make up 10% of closely following videos, suggesting that they are also relevant to the content strategy.

➤ Text posts account for only 2.5%, reflecting a limited reliance on textual content.

➤ Live broadcasts constitute just 0.5% of the total content, indicating that this feature is rarely used.

➤ Stories are not used, highlighting a lack of interest in or attention to this feature.

These figures provide clear insight into the content strategy adopted by the Media and Communication Unit of the University of Khenchela. They show a strong emphasis on visual content to engage the audience.

#### 5. Number of interactions with published content

- Photo Albums:
  - This category received the highest interaction rate, with 28,157 interactions, representing approximately 57% of total engagement. This finding indicates that posts containing multiple images are the most effective at engaging the audience.
- Single images:
  - Single-image posts also perform well, garnering 11,074 interactions (approximately 22%), but they are less engaging than photo albums.
- Videos:
  - With 8,847 interactions, videos accounted for approximately 18%, suggesting they attract a broad audience.
- Links, Texts, and Other Content:
  - Combined, 742 (links) and 504 (texts and other content) comprise a tiny engagement percentage. This suggests that these types of content generate minimal interest from followers.
- Stories:
  - Stories received the lowest level of engagement, with only five interactions, possibly indicating that this feature is either underused or not appealing to the audience.

#### 6. Daily Interaction Volume with the Page

- Significant decline in reach:
  - The data indicate that posts now reach fewer users than in previous periods. This could be due to changes in the platform's algorithm or a decline in posting frequency and activity on the page.
- Content interaction:
  - Although interactions have decreased by 15.6%, the engagement level still reflects moderate interest from followers. Periods of more significant interaction are likely tied to specific topics or events that resonate with the audience.
- Link Clicks:
  - The decrease in link clicks may signal that the linked content is less appealing or that a lack of clear call-to-action (CTA) prompts users to engage with the links.

## Conclusion

If university pages succeed in adopting a modern communication perspective to foster interactivity through social media, it is accomplished primarily through the integration of various interactive dimensions and indicators. Nevertheless, they have not yet fully capitalised on the interactive services and applications available, particularly those involving technical components that require user proficiency to enable effective digital mediation through these tools. This study explored the nature of interactive contexts in the use of media and communication unit pages at Algerian universities, with a particular focus on the Facebook page of the University of Khenchela. By collecting and quantitatively analysing interaction statistics over the study period, we examined and interpreted different patterns and forms of interactivity based on the methodological approach of perceived interaction. The results revealed that the page attracted a large audience from Algeria, particularly from Khenchela, highlighting the university's local focus. However, there is a limited international presence. Although interest has come from several Algerian cities, Khenchela remains dominant. Follower numbers fluctuate over time, and visual content receives the most attention, indicating cycles of high activity followed by periods of decline or loss.

## References

- 
- <sup>1</sup> Ghazal, Abdelaziz A., and Wassila Bourahli. 2021. "Human Interactivity and Its Contexts on Social Media Platforms: A Study of Forms and Patterns through the Facebook Page of *El-Bilad* Newspaper." *Algerian Journal of Human Security* 6 (1): 1182–1203.
- <sup>2</sup> Mohamed, Adel Abdel Fattah, Ahmed Darwish El-Labban, Sherif, and Ahmed El-Behy El-Sayed. 2013. "Interactivity as Reflected by Social Networking Sites: A Comparative Analytical Study of Facebook and YouTube within the Framework of Media Richness Theory." *Journal of Qualitative Education Research*, no. 31: 336–460.
- <sup>3</sup> Djefal, Houda, and Souad Rahmani. 2021. "Interactive Public Relations in University Institutions through Social Media: An Analytical Study of a Sample of University Facebook Pages." *Algerian Journal of Human Security* 6 (2): 126–150.
- <sup>4</sup> Al-Qadi, Zakaria Hamad. 2022. "Interactive Public Relations and Enhancing Communication with the Public: An Analytical Study of a Sample of Governmental Facebook Pages in Jordan." *Arab Journal of Scientific Publishing: Ramah Centre for Research and Human Resources Development*, no. 50: 1267–1295.
- <sup>5</sup> Ghazal, Abdelaziz A., and Wassila Bourahli, *op. cit.*, 1182.
- <sup>6</sup> Djefal, Houda, and Souad Rahmani, *op. cit.*, 126.
- <sup>7</sup> Al-Qadi, Zakaria Hamad, *op. cit.*, 1267.

<sup>8</sup> Mohamed, Adel Abdel Fattah et al., *op. cit.*, 336.

<sup>9</sup> Shoman, Mohamed. 1999. "The Globalisation of Media and the Future of the Arab Media System." *World of Thought* 28 (2): 161. Kuwait.

<sup>10</sup> Dahdouh, Alaa. 2012. "A Proposed Framework for Using the Social Network Facebook in Palestinian Universities." Master's thesis, Islamic University of Gaza, p. 7.

<sup>11</sup> Zhang, Mingxin. 2010. "Social Network Analysis: History, Concepts, and Research." In *Handbook of Social Network Technologies and Applications*, edited by Borko Furht, 3–20. Boston, MA: Springer.