ESCOLA DE DOUTORAMENTO
INTERNACIONAL DA USC

KHALIL BIN
LIBDAH

PhD Thesis

UNDERSTANDING THE IMAGE OF SAUDI ARABIA IN EUROPE THROUGH X

Santiago de Compostela, 2025

Doctoral Programme in Contemporary Communication and Information

ESCOLA DE DOUTORAMENTO
INTERNACIONAL DA USC

DOCTORAL THESIS

Understanding the image of Saudi Arabia in Europe through X

Student Name: Bin Libdah, Khalil Faisal F

Director and Tutor: José Sixto García

DOCTORAL PROGRAM IN CONTEMPORARY

COMMUNICATION AND INFORMATION

SANTIAGO DE COMPOSTELA / Lugo

2025

DEDICATION:

With boundless admiration, I dedicate this thesis to every determined mother who juggles life's responsibilities while forging her path to knowledge, standing firm for her family, her aspirations, and her own future—even in the face of the darkest challenges.

In profound sorrow, I also devote this dedication to the memory of the children of Palestine—those whose dreams were cut short before they ever had the chance to blossom.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

KEYWORDS

Social Media Perceptions, Digital Diplomacy, Saudi Arabia's Image, European X, Landscape, Cultural Exchanges, Political Narratives, Interpretivism Research, Digital Narratives, Global Sentiment Analysis, Interconnected Diplomatic Relations

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

ACKNOWLEDGEMENTS

This thesis is the culmination of a long journey, and I am deeply grateful to everyone who supported me along the way. My heartfelt thanks go to my wife and daughter for their unwavering love and encouragement. I am profoundly indebted to my supervisor, Professor José Sixto García, for his invaluable guidance and support, and to the Committee of the Contemporary Media, Communication, and Information Program for their insightful feedback. I also appreciate the University of Santiago de Compostela for providing the essential resources and a stimulating academic environment. Finally, I thank my colleagues, friends, and mentors for their continuous support and inspiration.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

ABSTRACT

The present doctoral thesis explores the profound influence of the social media platform formerly known as Twitter—now rebranded under the name "X"—on shaping the international image of the Kingdom of Saudi Arabia (KSA) within European nations. This extended abstract, presented in three parts, consolidates the major themes and outcomes of the research in a detailed manner. In this initial section of approximately 1000 words, the focus is on the study's overall context, the reasons behind its undertaking, and the foundational theories that inform its conceptual framework. By examining Twitter/X as a potent driver of public perception, the research underscores how digital narratives—especially those emerging from widely used social media channels—can have tangible ramifications on a country's reputation, diplomacy, and socio-political relations abroad.

From the outset, the Kingdom of Saudi Arabia possesses a significant social media presence, with tens of millions of active users across various platforms. In particular, X (pre-rebrand) became an especially pivotal tool for communication, microblogging, and rapid information sharing. Saudi citizens regularly turn to X to express viewpoints on cultural traditions, societal norms, ongoing reforms, political aspirations, and even religious practices—sometimes in ways that would be unfeasible through mainstream or legacy media channels. Over time, X served as an outlet for public discourse around government initiatives, social movements, and collective issues of national interest. This context makes Saudi Arabia a unique focal point for studying how social media usage intersects with a country's emerging global image, particularly in culturally and politically distinct regions like Europe.

Europe, as a macro-region composed of nations with diverse cultures, languages, and political systems, has historically held varied perspectives on Saudi Arabia. Some European

USC
DE SANTIAGO
DE COMPOSTELA

countries have longstanding political or economic ties with the Kingdom, rooted in energy markets or diplomatic arrangements. Others approach Saudi Arabia primarily through narratives about religious conservatism, social reforms, or the region's geopolitical importance. Hence, understanding how European audiences on social media discuss, interpret, critique, or support Saudi Arabia is not a monolithic process. Instead, it involves a complex interplay of factors such as cultural preconceptions, major news events, the influence of high-profile figures, and broader international developments. Against this backdrop, the thesis sets out to investigate precisely how Twitter (or "X") molds these nuanced views and whether specific discourses or messages resonate more powerfully than others.

A fundamental premise is that social media fosters a two-way exchange: while it allows Saudi voices—official or otherwise—to broadcast certain narratives or messages, it also enables European users to respond, discuss, and reshape these narratives in real time. This dynamic environment can either mitigate or reinforce stereotypes, misconceptions, and prejudices. It can also amplify positive stories: for example, discussions of cultural heritage events, royal decrees granting expanded freedoms to women, or tourism-led rebranding efforts that highlight Saudi Arabia's historical sites and modern developments. Conversely, contentious issues—such as human rights questions or critiques of government policies—can spark robust debate and influence how European onlookers come to view the Kingdom's role in global affairs.

In exploring the platform's rebranding from Twitter to "X," the research notes that this transformation has potentially broader implications for user engagement and strategic positioning. Orchestrated under Elon Musk's leadership, the name change signals a desire to expand beyond microblogging and toward an "everything app" model. Although the rebrand occurred relatively late in X's history, it is pertinent to examine how ongoing changes in the platform's features,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

algorithms, and overarching philosophy might further reshape the conversations around Saudi Arabia. The impetus to rename itself indicates a deeper shift in corporate strategy, reflecting the platform's evolution as a multipurpose tool where videos, live events, podcasts, payments, and other functionalities converge—thus enlarging the stage for how different countries' images are molded in real time.

Central to this thesis is the conceptual lens of *social influence theory*, particularly the work of scholars such as Robert Cialdini and the seminal perspectives of Kelman, which highlight how norms, identification, and internalization can guide collective sentiment. According to social influence theory, people's perceptions can be shaped by repeated exposure to messages, authority figures, social proof, and peer-driven dynamics. On Twitter/X, these processes become highly visible through metrics like likes, retweets (or reposts), follower counts, and the verified status of accounts. The more a certain viewpoint, hashtag, or commentary gains traction, the greater its subsequent influence on the broader user base. When such interactions involve international audiences—Europeans discussing Saudi Arabia, for instance—micro-level engagement can ultimately feed into macro-level perception shifts.

The platform's architecture further facilitates cross-border knowledge sharing among diverse users: politicians, celebrities, activists, academics, and ordinary citizens alike. This environment becomes especially relevant for digital diplomacy, which is another critical lens employed in the thesis. Digital diplomacy refers to how governments or government-affiliated entities use online platforms to communicate policy stances, respond to criticisms, and build relationships with foreign publics. Given Saudi Arabia's efforts to project an image of modernization—while also being mindful of deep-rooted cultural and religious traditions—the use of official X accounts is instrumental. These official channels strive to highlight developments

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

such as the growing tourism sector, advancements in women's rights, or large-scale economic programs under the umbrella of national "Vision" initiatives. They aim to show a forward-looking perspective to international audiences, who might otherwise rely on limited, occasionally outdated impressions of the region.

On the other side of the equation are grassroots social media users across Europe. They can interpret official Saudi messaging through the lens of their own cultural experiences, historical knowledge, or personal convictions about global issues. A new policy decree in Saudi Arabia might spark supportive commentary among those who favor progressive reforms or cultural exchange. Simultaneously, it might stir skepticism from groups that question the pace or authenticity of certain changes. At times, controversies that surface within Saudi Arabia—related to freedom of speech, minority rights, or the role of religion in governance—fuel heated discourse on X, shaping how the broader European audience perceives the Kingdom's domestic environment.

In examining real tweets, replies, trending hashtags, and shared articles, the thesis employs a *mixed-methods methodology*. The quantitative branch involves sentiment analysis—assigning sentiment scores (positive, negative, neutral) to large data sets of tweets referencing Saudi Arabia in various European languages. By systematically analyzing patterns, peaks, and shifts in these sentiment distributions, the study aims to track broad public reactions over time, especially in correlation with major events or announcements. Meanwhile, the qualitative branch draws on content analysis to uncover nuances: how do users frame issues around Saudi culture? What specific language do they employ? Are they referencing personal travel experiences, citing news outlets, or responding to official government tweets?

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

This layered approach accommodates the complexity of public perception. Quantitative data might reveal that 60% of tweets about a recent Saudi tourism campaign are positive or neutral; however, qualitative scrutiny might show that praise stems from aesthetic admiration (e.g., scenic desert landscapes, cultural festivals) rather than a deeper endorsement of the government's policies. Conversely, critical or negative tweets might center on broader ideological disagreements, or reflect personal frustration stemming from known controversies. Thus, merging both data types provides a comprehensive vantage on how the interplay of official narratives, user-generated content, and historical stereotypes converge on X.

Lastly, Part 1 of this extended abstract acknowledges the synergy between the interpretivist outlook of the thesis and the multi-dimensional nature of online spaces. By focusing on individual experiences, subjective standpoints, and the fluid ways in which meaning is constructed, interpretivism offers a valuable vantage for studying platform-based discourse. This approach prompts researchers to look beyond raw numbers or surface-level trends, emphasizing how each user's cultural or political background shapes their interpretation of Saudi Arabia's digital identity. Understanding these subjective processes is essential for drawing broader conclusions about cross-cultural engagement, especially in a globalized virtual sphere where national boundaries often blur, yet cultural differences remain very real.

In sum, the first segment of this extended abstract outlines the context, motivations, and conceptual cornerstones that frame the thesis. Twitter/X is introduced as both a social influencer and a stage upon which Saudi Arabia's image is performed, critiqued, and sometimes reimagined by European observers. Through the lens of social influence theory and digital diplomacy, the study sets out to reveal how official messaging, grassroots conversations, and socio-political backdrops synergize to construct (or deconstruct) perceptions. As the research indicates, the

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

outcome is an evolving and multifaceted portrayal of Saudi Arabia—one shaped as much by domestic initiatives and external communications as by the layered commentaries of European X users.

Building on the conceptual foundations laid out in the first part, this second section of the extended abstract delves deeper into the nuances of the research design, the data gathering process, and the central findings. By combining quantitative and qualitative methods, the study sought not only to assess the overall sentiment landscape surrounding Saudi Arabia in European X (now X) conversations but also to grasp the complexities, contradictions, and unexpected patterns that emerged from user-generated discourse.

A primary consideration in this research was how to compile and analyze relevant digital content in a robust, ethically sound manner. Since social media conversations can span millions of posts, the thesis adopted two core strategies. First, an algorithmic filtering system was implemented to identify tweets referencing Saudi Arabia (or related terms, entities, and hashtags) in several key European languages—English, French, Spanish, German, and others. This process captured a broad spectrum of user posts, encompassing official government communications, opinion pieces, news stories, travel anecdotes, activist campaigns, and cultural commentary. Second, the data collection window was carefully chosen to encompass both ordinary periods (i.e., routine daily chatter about Saudi Arabia) and spike events—moments in which discussion activity soared, usually triggered by notable developments like major reforms, diplomatic announcements, or controversies.

To ensure methodological rigour, the study leveraged established sentiment-analysis libraries and custom models trained on relevant European-language corpora. This automated step allowed for high-level assessments of whether tweets were largely positive, negative, or neutral in

USC
DE SANTIAGO
DE COMPOSTELA

tone. Yet automated sentiment classification can miss underlying subtleties—for instance, sarcasm, cultural idioms, or coded language—so the research supplemented numeric sentiment scores with human-coded qualitative assessments. A subset of tweets was thus examined in detail, enabling researchers to identify recurring themes, tropes, or emotionally charged language tied to Saudi Arabia. This hybrid approach—algorithmic plus interpretive—proved vital for understanding how diverse European audiences navigate and discuss the Kingdom's image in the digital realm.

At the heart of the study's findings was the realization that Saudi Arabia's online portrayal among Europeans cannot be reduced to a single, coherent narrative. Instead, user content revealed multiple parallel discourses shaped by distinct interests and frames of reference. For example, one cluster of tweets might center on economic alliances, focusing on oil production, energy markets, or business investment. Here, sentiment frequently aligned with the user's political or economic orientation: some tweets praised Saudi Arabia as a valuable trading partner, whereas others criticized overreliance on fossil fuels or expressed concerns about transparency in business dealings. Another subset of tweets addressed religious and cultural topics, often referencing core Islamic practices like the Hajj or traditions around Ramadan. For some European onlookers, these posts offered an opportunity to appreciate Saudi Arabia's cultural depth; for others, the lens remained more critical, citing perceived restrictions on personal freedoms or the role of religious leadership in governance.

A third, particularly visible discourse zone involved women's rights and social reforms. Saudi Arabia's recent moves—such as allowing women to drive and expanding opportunities in the workforce—garnered considerable European attention. Supportive tweets often lauded these initiatives as overdue yet progressive steps, evidence of a nation in transition. Nevertheless,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

skeptics tended to question the scope or sincerity of reforms, pointing to ongoing legal or social barriers that continue to affect women's daily lives. Through heated debates, retweets of news articles, and personal anecdotes (often from expatriates or travelers), the discussion around women's rights served as a focal point for broader dialogues about modernity, tradition, and the Kingdom's place on the international stage.

What was equally striking was the degree to which official Saudi communications—in the form of government accounts, embassy statements, or promotional campaigns—intersected with user-driven dialogues. In some instances, official tweets announcing reforms or highlighting tourism initiatives successfully garnered positive responses, suggesting that digital diplomacy efforts can indeed shape public opinion in Europe. Tourist-focused campaigns—sharing images of scenic deserts, heritage sites, or culinary traditions—elicited curiosity and, sometimes, genuine admiration from European X users. However, these official narratives also faced criticism and scrutiny; individuals who distrusted state media or questioned the extent of reforms expressed their skepticism just as vocally. In extreme cases, official tweets triggered hostile reactions, sparking threads that either reaffirmed negative stereotypes about the country or escalated into debates about Western double standards. This interplay illustrates digital diplomacy's dual-edged nature: while it provides a direct channel for shaping global perceptions, it simultaneously creates avenues for vocal detractors to mount organized criticism.

Against this backdrop, one of the study's theoretical contributions lies in mapping these social media behaviors onto the frameworks of social influence theory. The concept of social proof—where users adopt the viewpoint of a perceived majority—was notably evident in how certain hashtags surged in popularity. Once a trending hashtag critical of the Kingdom gained momentum, many users jumped aboard, further amplifying its visibility. Conversely, if a pro-Saudi

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

movement or hashtag emerged in reaction to a new policy, similarly vigorous waves of sentiment could follow, often steered by influential accounts. Another pertinent phenomenon was that of *minority influence*, in which a small number of articulate, persistent voices changed the tone of discussions over time. For instance, a handful of well-positioned influencers—be they activists or academics—occasionally produced threads that reframed entire narratives, drawing attention to overlooked historical context or local perspectives rarely covered by mainstream media.

Moreover, interpretivism—emphasizing individuals' subjective experiences—proved essential for unpacking the rationale behind such shifts. Through in-depth textual analysis, the thesis uncovered how personal stories, anecdotes, or cultural clashes underpinned many tweet threads. Individuals who had lived in Saudi Arabia or traveled there often provided firsthand accounts, either praising hospitality and local customs or detailing uncomfortable interactions rooted in cultural or linguistic misunderstandings. Their accounts attracted attention precisely because they offered a tangible, relatable viewpoint different from the typical news-based analysis. This blend of personal testimony and social influence dynamics gave certain narratives a potent authenticity, swaying undecided observers more than official statements could.

In addition to personal narratives, external events significantly modulated the platform's discourse. Global news events—such as high-profile sports deals involving Saudi entities, prominent women's sporting events in the Kingdom, or controversies around international summits—triggered dramatic shifts in sentiment. In periods of major global attention, the frequency of European tweets about Saudi Arabia would skyrocket, and hashtags became battlegrounds for contending viewpoints. For instance, an international soccer partnership might cause fans to celebrate the Kingdom's "modernizing direction," while critics saw it as an example of "sportswashing," highlighting perceived attempts to distract from the country's human rights

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

record. The cyclical ebb and flow of sentiment around such events speaks to the catalytic role of media coverage and real-time commentary, as well as how swiftly public sentiment can pivot in response to emerging developments.

A recurring theme in these findings is the complex interplay between global influences and local frames of reference. For example, a Spanish user's take on Saudi Arabia might be shaped by colonial history, existing Spanish–Arab ties, or the personal significance of Morocco's proximity, which affects perceptions of "the Arab world" more generally. A Swedish user, in contrast, might interpret Saudi news through a national lens of social liberalism, focusing particularly on human rights discourses. By analyzing tweets language by language, the thesis revealed subtle differences in how Europeans discuss or engage with Saudi topics. In some countries, discussions centered mostly on business opportunities and job prospects, whereas in others, the lens skewed strongly toward women's rights or religious freedom. These distinctions matter because they underline the necessity of culturally specific approaches to digital diplomacy and highlight how any single, universal messaging strategy from Saudi Arabia would likely resonate unevenly across Europe.

Finally, the second segment of the extended abstract underscores that while Saudi Arabia's image on X has undergone noticeable evolution—partly influenced by rapid reforms and greater international outreach—public opinion in Europe remains deeply diverse. No single campaign or media narrative appears capable of overriding users' myriad experiences, biases, and ideological stances. People's attitudes are shaped by multifarious factors: personal background, exposure to global news, sociopolitical affiliations, and interactions with influential voices on the platform. Thus, the significance of Twitter/X as a potent space for shaping reputations lies less in dictating uniform opinions and more in how it fosters continuous, wide-ranging debates capable of altering or reaffirming existing viewpoints.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In summation, part two of this extended abstract examines the methodological design and central findings of the thesis. The research design's strength resides in its hybrid approach—blending large-scale sentiment analysis with granular, interpretive content scrutiny. The resulting insights affirm that Saudi Arabia's reputation in European digital contexts is fluid, contingent on multiple overlapping narratives. Official communications occasionally succeed in steering conversations positively, yet they can face equally powerful backlash or criticism. Through the lens of social influence theory and interpretivist analysis, we see how personal anecdotes, trending hashtags, and targeted activist campaigns can steer or reshape broad public sentiment in real time. This evolving interplay between official Saudi messaging, user-driven grassroots discussions, and broader global developments highlights the multidimensional role social media plays in crafting and contesting national images before an international audience.

In the closing section of this extended abstract, the discussion turns to the broader implications, critical reflections, and prospective directions emanating from the study's findings. Having examined the methodological framework and key discoveries in Part 2, Part 3 now synthesizes these insights to illustrate how Saudi Arabia's image on Twitter/X—seen through European perspectives—serves as a multifaceted case study in digital diplomacy, global communication, and international relations in the 21st century. The thesis not only addresses theoretical puzzles about the interplay of social influence and online media but also offers concrete recommendations for policymakers, diplomats, activists, and researchers seeking to navigate and harness the power of social platforms.

A recurring theme throughout this doctoral inquiry is how Twitter/X has become a crucial arena where international reputations are affirmed, contested, or reshaped in near real-time. In analyzing the discourse on Saudi Arabia within diverse European countries, the thesis illuminates

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the platform's role as a sort of global "public sphere," albeit one fraught with algorithmic biases and echo-chamber effects. Because conversations unfurl in a decentralized fashion—users post tweets based on personal experiences, news consumption, or activist agendas—no single actor or institution can unilaterally control the narrative. The Saudi government may publicize progressive reforms, while activists might simultaneously circulate critical perspectives on ongoing human rights issues. In turn, European diplomats, journalists, business leaders, and ordinary citizens all bring their own lenses to the digital table. The result is a mosaic of viewpoints, simultaneously reflecting and shaping an evolving idea of what Saudi Arabia "represents."

From a policy standpoint, one of the most significant implications is that states can no longer rely solely on traditional, top-down modes of public relations to cultivate a favorable international image. Twitter/X requires strategic engagement: a clear, authentic voice that resonates with foreign audiences. Merely broadcasting official content risks alienating users who view such posts as overt propaganda, especially in contexts where policy changes have yet to produce tangible grassroots effects. The study shows that digital diplomacy works best when communications are transparent and interactive—official accounts that respond in real time to user queries or criticisms often fare better in terms of public trust. Moreover, partnering with credible local voices or reputable international organizations can lend additional legitimacy, as such collaborations demonstrate a willingness to engage multiple perspectives.

Another crucial takeaway for diplomats and policymakers is the necessity of cultural sensitivity. Tweets about religious norms in the Kingdom, for instance, can spark considerable misunderstanding if contextual explanations are lacking. Conversely, messages around new tourism initiatives must address common questions or reservations that European travelers might have—covering everything from dress codes to visa processes—lest misinformation proliferate.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In an era where a single viral post can shape perceptions across millions of feeds, consistent and context-aware messaging becomes a form of preventive diplomacy. When properly executed, it can mitigate backlash, highlight genuine reforms, and foster constructive dialogue rather than polarized debates.

The thesis further reveals how emerging narratives—such as Saudi Arabia's drive toward economic diversification and technological modernization—are received differently across Europe. Public debates about "Vision 2030," for instance, often intertwine optimism regarding Saudi Arabia's future with suspicion about whether such aspirations extend to all segments of society. Observers in certain countries may place faith in modernization as a sign the Kingdom is broadening its horizons, while others remain focused on documented human rights issues or express skepticism over "top-down" reform processes. This dichotomy underscores that digital images of nations reflect not just official policy statements but the interplay between policymaking and lived realities on the ground.

The role of social influence is similarly pronounced. Influential Twitter/X accounts—whether they be Western journalists based in Riyadh, Saudi students studying in Europe, or cross-cultural influencers working in entertainment—are pivotal in shaping how these narratives gain traction. They serve as mediators between official lines and the European public, translating or reframing events in ways more relatable to local audiences. In some cases, a single viral thread by a well-known influencer can do more to shift sentiment than dozens of official press releases. Yet this influence can be unpredictable: content creators are often guided by personal interests, financial motives (such as brand partnerships), or social commitments, leading to a multitude of conflicting storylines. European users thus face an abundance of inputs, many of which can be contradictory, creating a fragmented yet vibrant digital discourse.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Part of the complexity—indeed, one of the core challenges the thesis confronts—stems from the very nature of online data. Twitter/X is a dynamic platform: user demographics evolve, new features are introduced, and algorithms shift the visibility of certain posts. Over the course of this research, the platform underwent a rebrand, hinting at possible transformations in user behavior and content moderation approaches. Future changes—like a broader pivot into video streaming, gaming, or monetized user content—could redirect user engagement patterns, thus altering the way Saudi Arabia is discussed.

Additionally, limitations arise from the ephemeral quality of social media content. Tweets can be deleted or accounts suspended, complicating longitudinal studies that attempt to track attitude changes over extended periods. Privacy concerns also prevent full insight into direct messages or private group conversations, which might foster different forms of discourse. Moreover, while sentiment analysis tools have matured, they still grapple with slang, sarcasm, and nuanced emotional expressions, especially in multilingual contexts. Despite efforts to refine the data collection and coding processes, the inherent variability of online language means that some interpretive margin of error is inevitable.

Another limitation pertains to external socio-political contexts. Developments wholly external to Saudi Arabia—such as global economic fluctuations or tensions within the European Union—can drastically shape how individuals talk about foreign nations. For example, a spike in fuel prices might provoke negative sentiments toward oil-producing countries, including the Kingdom, even if the cause lies in broader geopolitical conflicts. Distilling how much of the negativity or positivity around Saudi Arabia on Twitter/X is due to internal developments, as opposed to external catalysts, is therefore not a straightforward endeavor. The thesis adopts a triangulated approach—combining event analysis, sentiment scores, and content themes—to

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

partially mitigate these constraints, but the findings must still be interpreted against the backdrop of an ever-evolving global context.

Acknowledging these challenges, there is ample scope for continued scholarly exploration. One promising avenue is comparative analysis between Saudi Arabia and other Gulf or Middle Eastern states that maintain distinct digital diplomacy strategies. Examining how nations like the United Arab Emirates or Qatar manage their online images across European social media might illuminate shared tactics, differential branding, and audience reception. In turn, this could foster broader theories about digital presence in an increasingly multipolar world.

A second direction involves deepening the methodological toolkit. The integration of advanced natural language processing techniques—especially large language models tuned for cross-cultural contexts—could yield more granular insights into regional dialects, local news references, and sentiment sub-categories (for example, differentiating moral outrage from sarcastic skepticism). Analyzing retweet or follower network structures could uncover how messages spread and which nodes (influencers, official channels, local journalists) act as keystones in the conversation. There is also room to incorporate user surveys or interviews, complementing textual analysis with direct feedback on what drives individuals to tweet about Saudi Arabia, whether personal interest, activism, or mere curiosity.

Third, it would be worthwhile to track the changing identity and functionalities of Twitter/X itself. Should the platform evolve toward an "everything app"—merging financial transactions, extended video content, and more sophisticated algorithms—traditional text-based discourses might wane. Conversations could shift into ephemeral formats (similar to other social media platforms) or revolve around influencers broadcasting live streams from within Saudi Arabia. This shift would undoubtedly affect how international audiences discover and engage with

USC
DE SANTIAGO
DE COMPOSTELA

new information about the Kingdom. Continual observation of platform transformations is therefore crucial for maintaining an up-to-date understanding of digital perception-building.

In conclusion, this doctoral thesis provides a comprehensive view of how Twitter/X shapes the perception of Saudi Arabia among European audiences. By weaving together quantitative sentiment analysis with interpretivist content scrutiny, the study portrays a landscape where global communication technologies amplify and diversify discussions about a single nation. While official Saudi efforts at digital diplomacy can be influential, they must contend with a vast array of user-driven narratives. The result is neither unilaterally positive nor singularly negative; instead, it is an ongoing conversation wherein fresh developments—be they domestic reforms or international crises—can quickly alter the tone and direction of dialogue.

On a theoretical level, the findings underscore the applicability of social influence theory in digital spaces. The platform's interactivity and algorithmic curation drive a continuous cycle of message amplification, public feedback, and reputational evolution. In practical terms, this means nations aspiring to improve or stabilize their global image must engage thoughtfully with digital audiences, adapting to changing norms of online interaction. Transparency, cultural awareness, and responsiveness to criticism are decisive factors, shaping whether a state's communication strategy resonates or backfires among foreign publics.

Far from being limited to one country or region, the insights from this study resonate with any context in which social media has become a primary interface for transnational dialogue. As geopolitical and cultural complexities deepen worldwide, platforms like Twitter/X will remain crucial staging grounds for discourses that can influence diplomacy, economic partnerships, and cultural exchange. Consequently, this research not only clarifies how Europeans interpret Saudi Arabia via digital forums but also stresses the broader importance of understanding the interplay

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

among technology, social influence, and collective perception in shaping the fates of states on the global stage. By examining a fast-evolving platform and a nation at the nexus of tradition and modernization, the thesis captures a moment of profound transformation in how countries communicate, negotiate identities, and build relationships in the digital age.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

RESUMO

A presente tese de doutoramento analiza a influencia que exerce a plataforma de redes sociais antes coñecida como Twitter—e agora rebautizada como "X"—na formación da imaxe internacional do Reino de Arabia Saudita (RAS) nos países europeos. Este resumo ampliado, presentado en tres partes, compila os temas centrais e as conclusións principais da investigación de forma detallada. Na primeira sección, dunhas mil palabras, explícanse o contexto xeral do estudo, as motivacións que o sustentan e as teorías que serven de alicerce conceptual. Ao examinar X como un factor esencial que modula a percepción pública, o traballo subliña o poder que posúe a narrativa dixital —especialmente aquelas que xorden en plataformas con grande penetración social— para influír de xeito real na reputación dun país, na diplomacia e nas relacións sociopolíticas a escala global.

Para comezar, cómpre ter en conta que o Reino de Arabia Saudita conta cunha presenza significativa nas redes sociais, con decenas de millóns de usuarios activos en diversas plataformas. X, en particular (na súa etapa previa ao cambio de marca), converteuse nunha ferramenta de comunicación relevante e veloz para difundir información. A poboación saudita utiliza a miúdo X para expresar opinións sobre tradicións culturais, costumes sociais, reformas en curso, ambicións políticas ou mesmo aspectos relixiosos, ás veces dun xeito impensable noutros medios de comunicación tradicionais. Co paso do tempo, esta plataforma serviu de canle para o debate público en temas como as medidas gobernamentais, os movementos sociais e as cuestións colectivas de interese nacional. Por iso, Arabia Saudita resulta un obxecto de estudo moi interesante para comprobar como a interacción na rede se relaciona co crecemento da imaxe global dun país, sobre todo en rexións con grandes diferenzas culturais e políticas, como é o caso de Europa.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Europa, considerada como un gran conglomerado de estados con culturas, linguas e sistemas políticos diversos, posúe unha longa traxectoria de percepcións diferenciadas sobre Arabia Saudita. Algúns países europeos manteñen lazos políticos ou económicos históricos co RAS, vinculados ás relacións enerxéticas ou a acordos diplomáticos, mentres outros se basean en narrativas arredor do conservadorismo relixioso, das reformas sociais ou da relevancia xeopolítica da rexión. Polo tanto, comprender como a sociedade europea discute e xulga Arabia Saudita nas redes sociais non é un proceso homoxéneo, senón que implica un conxunto de factores que inclúen concepcións culturais previas, grandes eventos mediáticos, a influencia de figuras destacadas e o contexto de evolución internacional. Nese sentido, a tese propón investigar en que medida X constrúe e condiciona estas visións plurais, e se certos discursos ou mensaxes resultan máis determinantes ca outros.

Un dos eixos fundamentais é que as redes sociais favorecen un intercambio bidireccional: ao tempo que ofrecen ás voces sauditas —oficiais ou non— a posibilidade de divulgar determinadas mensaxes ou narrativas, tamén permiten aos usuarios europeos reaccionar, discutir e reformular eses mesmos contidos en tempo real. Esta dinámica pode reforzar ou matizar prexuízos, estereotipos ou ideas previas. Así mesmo, posibilita a difusión de aspectos positivos: por exemplo, a posta en valor do patrimonio cultural, as celebracións de tradicións sauditas, os cambios lexislativos que amplían os dereitos das mulleres, ou as campañas de turismo que destacan a riqueza histórica do país. En contraposición, as cuestións máis sensibles —como as controversias en materia de dereitos humanos ou as críticas a certas políticas do goberno— poden xerar debates intensos e impactar de forma directa en como se percibe o papel de Arabia Saudita na contorna internacional.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

O relanzamento de Twitter como X introduce un enfoque adicional que aborda a vontade de mudar o modelo de negocio e a estratexia corporativa baixo o liderado de Elon Musk. Esta transformación apunta cara a un servizo máis amplo que abrangue distintos formatos e funcionalidades, superando a idea inicial de *microblogging*. Malia que o cambio de marca chegou nunha fase xa madura de X, merece atención como reflexo do proceso de adaptación constante da plataforma e dos seus usuarios. Dado que as características técnicas, o funcionamento dos algoritmos e o enfoque empresarial de X están en continua evolución, existe a posibilidade de que isto teña repercusións nas conversas sobre Arabia Saudita, afectando tanto a visibilidade como á interpretación colectiva dos contidos.

Este traballo baséase na teoría da influencia social, con referencias específicas ás achegas de Robert Cialdini e ás perspectivas de Kelman, que explican como as normas, a identificación e a internacionalización poden guiar os comportamentos e as opinións grupais. Segundo esta teoría, as percepcións individuais ou colectivas poden verse alteradas pola exposición repetida ás mesmas mensaxes, polo prestixio dunha determinada fonte ou pola presión de pares e líderes de opinión. No contexto de X, este fenómeno faise particularmente visible a través de métricas como "gústame", *retweets* (ou *reposts*), número de seguidores e verificación de contas. Se certa opinión, tema ou *hashtag* gaña popularidade, pode ampliar o seu impacto sobre unha comunidade máis ampla de internautas. No caso de que esas dinámicas involucren usuarios de diversos países europeos, pódese producir un cambio global na concepción de Arabia Saudita, sexa para ben ou para mal, en función de como se divulgue e reaccione á información.

A propia arquitectura da plataforma facilita o intercambio transnacional entre multitude de perfís: gobernantes, celebridades, activistas, académicos e cidadáns de a pé. Este ecosistema en liña resulta esencial para a diplomacia dixital, outro dos enfoques centrais da tese. Coñecida como

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

diplomacia dixital, esta estratexia define como os estados ou as institucións gobernamentais empregan as redes para difundir posicións políticas, dar resposta a críticas ou fortalecer relacións con públicos estranxeiros. No caso de Arabia Saudita, que busca proxectar unha imaxe de modernización respectando ao mesmo tempo tradicións relixiosas e culturais, son imprescindibles as contas oficiais que publican campañas sobre turismo, iniciativas sobre dereitos das mulleres ou grandes proxectos económicos enmarcados no plan nacional de desenvolvemento. A través desas accións, preténdese ofrecer ao público internacional —moitas veces con prexuízos ou visións pouco actualizadas— un retrato renovado do país.

Doutra banda, as audiencias locais europeas teñen a capacidade de reinterpretar e debater os contidos oficiais de Arabia Saudita de acordo cos seus propios referentes culturais, experiencias históricas ou opinións sobre cuestións globais. Unha nova lei que expanda as liberdades femininas en Arabia Saudita pode espertar comentarios positivos en quen apoie os cambios sociais, mais tamén pode ser recibida con escepticismo por quen considere que as reformas son limitadas ou oportunistas. Así, as controversias internas sauditas, sexan de tipo relixioso, político ou social, poden saltar á palestra en X a través de noticias ou testemuños que alimentan a esfera pública europea, matizando a percepción do país.

Coa análise directa dos chíos, das respostas, dos fíos de conversa e dos *hashtags* máis relevantes, a tese adopta unha metodoloxía mixta. Na vertente cuantitativa, realízase unha análise métrica de sentimento, que asigna valores (positivos, negativos ou neutros) a grandes conxuntos de chíos relacionados con Arabia Saudita en diversos idiomas europeos. Así, detéctanse patróns, picos de actividade e variacións de sentimento asociadas a fitos ou sucesos clave (leis, cambios, conferencias internacionais). Na vertente cualitativa, examínase o contido textual con maior profundidade para entender de que maneira se enmarcan os asuntos culturais sauditas, os valores

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

relixiosos ou as controversias políticas. Grazas a esta dupla perspectiva, cúbrese tanto a vertente macro (estatísticas xerais sobre a opinión pública) coma a micro (construción discursiva e interpretación persoal).

Esta aproximación integral resulta especialmente útil para destacar a complexidade inherente á percepción pública. Por exemplo, un subconxunto de datos pode suxerir que un 60% dos usuarios europeos opina positivamente dun determinado evento turístico saudita, aínda que a análise cualitativa revele que estes comentarios positivos se fundamentan máis na beleza paisaxística ou na curiosidade cultural que nunha visión de concordancia cos valores políticos. Pola contra, as mensaxes críticas poden orbitar ao redor de dilemas éticos, denuncias de represión ou experiencias persoais adversas. Por iso, a combinación de estatísticas e análise de discurso posibilita unha comprensión máis completa do modo en que se forxa (ou reconfigura) a imaxe dixital de Arabia Saudita.

Por último, cómpre salientar que esta primeira parte do resumo ampliado describe a relación entre a perspectiva interpretativista da tese e a natureza cambiante dos espazos en liña. Ao afondar nas experiencias subxectivas e nas distintas maneiras de construír significados, o interpretativismo contribúe a superar a limitada visión que proporcionan unicamente as cifras ou as tendencias superficiais. O factor cultural e político de cada persoa que participa no debate desempeña un rol esencial no seu xeito de interpretar e valorar a imaxe de Arabia Saudita na esfera dixital. Esta óptica revela a necesidade de ter en conta a diversidade de posturas, historias e ideoloxías que conflúen en X cando se formula un xuízo sobre un país con forte presenza global.

En suma, a primeira parte deste resumo ampliado enuncia os propósitos, motivacións e fundamentos conceptuais que sustentan a tese. X preséntase como un espazo de influencia social e tamén como o escenario no que Arabia Saudita exhibe, recibe e ás veces reformula a súa imaxe

USC
DE SANTIAGO
DE COMPOSTELA

internacional diante do público europeo. A través dos lentes da teoría da influencia social e da diplomacia dixital, preténdese demostrar como a combinación de mensaxes oficiais, diálogos espontáneos en liña e realidades sociopolíticas configuran a percepción xeral. Como se desprende das análises, o resultado non é un reflexo lineal nin unívoco, senón un mosaico en continua transformación, sustentado nos logros internos e nas accións externas, nas críticas cidadás e nos discursos institucionais, e no debate constante de miles de usuarios europeos na rede.

Logo de expoñer o armazón conceptual e o contexto na primeira parte, na segunda sección descríbense en maior detalle o deseño metodolóxico, os procedementos de recollida de datos e os achados centrais. A combinación de métodos cuantitativos e cualitativos permitiunos non só estimar a percepción xeral sobre Arabia Saudita no X europeo, senón tamén pescudar nas contradicións, matices e sorpresas que afloran das conversacións en liña.

Para comezar, foi fundamental establecer un sistema de filtrado e análise que permitise manexar grandes volumes de chíos. A plataforma X xera a miúdo millóns de mensaxes sobre temas diversos; por iso, optouse por dous pasos principais. O primeiro paso consistiu en aplicar un algoritmo que detectase chíos que mencionasen expresamente a Arabia Saudita ou termos vinculados, en diferentes idiomas europeos (entre eles, inglés, francés, español ou alemán). Así, recompilouse un gran abano de publicacións: dende as oficiais de gobernos e autoridades ata opinións individuais, noticias, experiencias turísticas, activismo ou debates sobre cuestións culturais. Despois, o segundo paso implicou delimitar un período de seguimento que abranguese tanto fases de actividade normal (é dicir, un fluxo cotián de chíos) como períodos de máxima intensidade, coincidindo con eventos crave (anuncios diplomáticos, polémicas, reformas lexislativas, etc.).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Co obxectivo de aplicar un método sólido, empregáronse ferramentas de análise de sentimento, baseadas en bibliotecas computacionais e modelos de aprendizaxe automática adaptados aos idiomas europeos. Grazas a este procedemento, foi posible clasificar os chíos en función do seu ton xeral (positivo, negativo ou neutro). Con todo, a analítica automatizada pode ficar curta á hora de captar ironías, sarcasmos ou xiros culturais. Así pois, complementouse o método cuantitativo cunha análise cualitativa. Un conxunto de chíos foi examinado de maneira pormenorizada para identificar temas recorrentes, termos clave ou emocións particulares vinculadas á imaxe de Arabia Saudita. Este enfoque mixto (automático e interpretativo) resultou esencial para comprender como diversos usuarios europeos discuten, valoran e reencadran o relato sobre o Reino.

Un dos achados máis relevantes consistiu en constatar que a forma en que Europa "le" ou "explica" Arabia Saudita en X non é homoxénea nin se pode reducir a un único discurso. Máis ben, identificáronse varios fíos narrativos que avanzan en paralelo, cada un alimentado por intereses específicos ou visións diferentes. Por exemplo, existe un grupo de chíos centrados na cuestión económica: a produción de petróleo, o papel de Arabia Saudita nos mercados enerxéticos ou a diversificación do investimento. Aquí, o ton dos comentarios acostuma variar en función das posicións políticas ou ideolóxicas: algúns usuarios ven na colaboración económica unha oportunidade, mentres outros critican a dependencia dos combustibles fósiles ou denuncian a falta de transparencia.

Noutra liña de discurso atópanse referencias culturais e relixiosas, onde se mencionan festividades, ritos como a Peregrinación á Meca (Hajj) ou prácticas do mes do Ramadán. En certos casos, o discurso europeo tende á admiración polo peso histórico e espiritual, mentres en outros se explicitan inquedanzas ou críticas relativas á interpretación conservadora do islam. Asemade,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

xorden debates sobre a compatibilidade entre os costumes sauditas e os valores liberais presentes nalgúns países europeos. Este contraste reflíctese en chíos que transitan dende a curiosidade ata a incomprensión ou a censura.

Un terceiro eido de grande relevancia é o das reformas sociais e os dereitos das mulleres. As decisións do goberno saudita (por exemplo, a autorización para que as mulleres poidan conducir ou participar en certos ámbitos laborais) espertaron un notable interese en Europa. Numerosos chíos aplaudían estes cambios como un indicio de evolución social, mentres outros mostraban escepticismo ao considerar que quizais se trate de pasos pouco profundos ou demasiado lentos. Neste debate, as experiencias persoais (por parte de quen viviu en Arabia Saudita ou tivo contacto co país) poden reforzar ou matizar as mensaxes oficiais. Con frecuencia, os fíos de conversa enriquecíanse con testemuños directos, enlazando noticias ou vídeos que amosaban realidades concretas.

Resulta igualmente salientable o rol das comunicacións oficiais sauditas, a cargo de ministerios, embaixadas ou axencias promocionais. A tese reflicte como, ás veces, a narrativa institucional pode guiar un certo grao de simpatía ao mostrar proxectos turísticos, urbanísticos ou reformas en materia de xénero, principalmente entre usuarios europeos inclinados a valorar positivamente as innovacións. Con todo, tamén se producen respostas críticas, que poden chegar a viralizarse e converter en *trending topics* cuestións sensibles, como a falta de liberdade de expresión ou a lexislación relixiosa. Deste xeito, a diplomacia dixital (vital para Arabia Saudita no seu afán de modernizar a súa imaxe) experimenta un fenómeno de retroalimentación: as mensaxes oficiais non só contrarrestan percepcións negativas, senón que ás veces amplifican as críticas cando certos usuarios as cualifican de “propaganda” ou de “maniobra cosmética”.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Nun plano teórico, unha das contribucións máis destacadas do estudo reside na capacidade de vincular estes comportamentos e discusións ás categorías da teoría da influencia social. Por exemplo, a "proba social" (ou *social proof*) percíbese claramente nos momentos en que un *hashtag* negativo ou positivo se converte en tendencia. Ao gañar tracción, moitos usuarios amósanse proclives a reproducilo, reforzando de novo a súa pegada. Tamén se observou a influencia de minorías activas, nos casos en que un pequeno grupo de activistas ou académicos, a base de consistencia e perseveranza, conseguen alterar o clima de opinión ou introducir un novo enfoque. Un fío de X elaborado por un *influencer* reputado pode reordenar as mensaxes predominantes, ofrecendo anécdotas ou evidencias que modifiquen a perspectiva inicial.

Neste sentido, o enfoque interpretativista resulta clave para comprender que, tras a estatística global, hai persoas con traxectorias vitais e contextos dispares. A análise cualitativa recolle as historias persoais, as motivacións e as vivencias que explican por que certos chíos conectan co público e por que outros pasan inadvertidos. Desta maneira, percíbese a relevancia do factor humano, en contraste coas accións de gran alcance que desenvolven os gobernos. Ás veces, un testemuño de alguén que traballou ou viaxou a Arabia Saudita resulta máis convincente para o público europeo ca un comunicado oficial en que se destaquen os mesmos logros.

Outra variable determinante son os eventos externos: sucesos deportivos, foros internacionais, grandes acordos comerciais ou episodios controvertidos. Cada vez que un acontecemento de alto impacto salta aos medios, X convértese nun espazo de debate intensísimo, con entradas que ascenden de xeito exponencial e *hashtags* que se multiplican. A tese revela como, ante un gran contrato deportivo ou a chegada de figuras internacionais ao país, moitos chíos expresan xuízos de valor que poden flutuar, dende o entusiasmo por un suposto progreso ata a acusación de "branquear" (ou *sportswashing*) a imaxe saudita. Así, os fluxos informativos e as

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

narrativas sobre Arabia Saudita sofren cambios abruptos, en función das fontes de información e das afinidades ou reticencias de cada usuario.

Un dos grandes achados radica na diversidade europea en si mesma. As opinións sobre Arabia Saudita en X varían de xeito significativo segundo o país ou a cultura. Por exemplo, o enfoque de quen procede dun país con fortes lazos comerciais co RAS adoita diferenciarse das persoas que escriben dende un contexto máis alleo ou que teñen poucos intercambios históricos. Ademais, certos temas teñen máis predicamento en determinadas rexións: hai estados máis preocupados pola cuestión enerxética, namentres noutros priman os valores democráticos ou o interese polo turismo. Esta disparidade de enfoques fai que non exista unha "Europa" monolítica na valoración de Arabia Saudita, senón unha pluralidade de perspectivas e matices.

Por último, nesta segunda sección, advírtese que a imaxe saudita evoluciona e cambia co paso do tempo, en boa medida a través das interaccións en X e da sucesión de titulares mediáticos. Se ben o esforzo do goberno saudita por transmitir unha imaxe de apertura e innovación tivo certo impacto positivo en grupos de usuarios, persisten visións críticas que se mobilizan cando saen á luz temas polémicos ou se producen crises diplomáticas. Nas conclusións, sublíñase que X funciona como unha gran ágora virtual, onde as voces institucionais se mesturan coa espontaneidade do público, e se configuran discursos que poden reforzar ou corroer estereotipos e reputacións. Tamén se subliña a relevancia dunha estratexia dixital ben enfocada e adaptada ás especificidades de cada cultura europea, pois a mensaxe "universal" pode resultar ineficaz ou mesmo contraproducente.

En síntese, esta segunda parte describe a estrutura metodolóxica (baseada nunha análise combinada de sentimento e estudo cualitativo de contidos) e presenta os principais resultados do inquérito. Constátase que a percepción de Arabia Saudita en X é heteroxénea, dependente de

USC
DE SANTIAGO
DE COMPOSTELA

múltiples narrativas solapadas. As comunicacións oficiais poden funcionar como catalizadores para mellorar a imaxe, pero tamén poden suscitar fortes críticas ou recelos. A través das claves que ofrecen a teoría da influencia social e o enfoque interpretativista, descubrimos como anécdotas persoais, *hashtags* en tendencia e campañas de activismo poden redirixir, potenciar ou cuestionar a visión xeneralizada nun breve lapso de tempo. Este proceso está condicionado, á súa vez, polas dinámicas globais, os valores ideolóxicos dos usuarios e as características intrínsecas do propio medio social, en continua transformación.

Chegamos á derradeira parte deste resumo ampliado, onde abordamos as implicacións máis xerais, as reflexións críticas e as perspectivas de futuro que se derivan dos achados da investigación. Despois de describir a metodoloxía, o contexto e as principais conclusións nas seccións anteriores, agora poñemos o foco en como a imaxe de Arabia Saudita en X —desde a perspectiva de diversos públicos europeos— serve como un exemplo paradigmático de diplomacia dixital, comunicación global e relacións internacionais na era dixital. Ademais de resolver interrogantes teóricos sobre a influencia social nos medios en liña, a tese formula recomendacións concretas para responsables políticos, diplomáticos, activistas e investigadores que pretendan xestionar ou aproveitar o potencial destas plataformas.

Un dos fíos condutores da tese é a idea de que X se converteu nunha ágora crucial onde as reputacións internacionais se debaten, reforzan ou cuestionan de xeito inmediato. Na análise dos chíos sobre Arabia Saudita en diversos contextos europeos, percíbese que a plataforma actúa como un "espazo público global", non exento de sesgos algorítmicos e dinámicas de burbulla informativa. Ao se produciren as conversacións nun ámbito descentrado —onde calquera usuario pode opinar baseándose nas súas experiencias, na cobertura mediática que recibe ou mesmo en intereses activistas—, non existe unha figura ou institución con capacidade de controlar totalmente

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

o relato. Por iso, o goberno saudita pode exhibir reformas progresistas ou iniciativas innovadoras ao tempo que colectivos críticos divulgan problemas en materia de dereitos humanos. En paralelo, diplomáticos europeos, xornalistas, empresarios e cidadáns comúns achegan as súas propias interpretacións. O resultado é un mosaico de opinións en continua mutación, que reflicte e á vez orienta a visión colectiva do que "significa" Arabia Saudita.

Dende unha perspectiva de política internacional, unha conclusión fundamental é que os estados xa non poden confiar unicamente en medios comunicativos tradicionais ou mensaxes unidireccionais para proxectar unha boa imaxe internacional. X esixe estratexias de comunicación que fagan fincapé na transparencia, na empatía e na interacción. Se un país só se limita a emitir contidos oficiais —en moitos casos percibidos como propaganda—, corre o risco de afastar os usuarios, especialmente aqueles que xa manteñen un certo escepticismo. A investigación demostra que a diplomacia dixital alcanza maiores cotas de credibilidade cando existe unha resposta real e inmediata ás dúbidas, inquietudes ou críticas da audiencia foránea. Esta actitude dialóxica axuda a establecer pontes, pois amosa vontade de debate construtivo. Igualmente, a colaboración con actores locais influentes (xornalistas, *influencers*, ONG) confire máis autenticidade á mensaxe.

Outra advertencia clave é o coidado coa sensibilidade cultural. En X as diferenzas culturais ou relixiosas poden levar a malentendidos ou interpretacións erróneas. Se Arabia Saudita difunde información sobre costumes ou normas relixiosas, é esencial que o faga cun enfoque pedagóxico, explicando a relevancia histórica ou as motivacións sociais que as sustentan. Pola súa banda, se se fomentan iniciativas turísticas, cómpre responder preguntas recorrentes sobre visados, restricións de vestiario ou protocolos de conduta. A rapidez coa que se propaga un chío viral implica que un pequeno erro de comunicación pode desencadear ola de críticas masivas, polo que resulta

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

fundamental anticipar estas situacións e deseñar mensaxes claras, adaptadas aos valores e intereses da poboación europea.

O estudo reflicte, así mesmo, como os novos discursos (por exemplo, a modernización económica de Arabia Saudita ou a súa aposta en tecnoloxía punteira) son recibidos con matices distintos en Europa. As controversias en torno ao programa "Visión 2030", por exemplo, mesturan optimismo polos cambios estruturais cun grao de desconfianza sobre se tales innovacións se estenden a todos os grupos sociais ou se benefician de xeito inclusivo á cidadanía. Parte do público europeo destaca o carácter innovador e laico de certos plans, mentres que outro sector pon o foco en cuestións de democracia, liberdades civís ou equidade de xénero. Isto ilustra que a imaxe dixital dun país non depende unicamente dos seus comunicados oficiais, senón que se alimenta dunha interacción constante entre políticas estatais e a realidade vital da poboación local, percibida a través dos ollos de usuarios estranxeiros.

Aquí xorde con forza a lóxica da influencia social. Os grandes líderes de opinión en X — xornalistas occidentais baseados en Riad, estudantes sauditas que viven en Europa, personalidades mediáticas con vínculos inter-culturais— adoitan mediar entre o discurso oficial e a audiencia. Traducen ou reinterpretan os sucesos para facelos máis comprensibles ou próximos aos valores do seu público. Porén, esa influencia non está sempre suxeita ao consenso nin á consistencia: pode haber intereses persoais, impulsos económicos (patrocinios de marcas) ou motivacións ideolóxicas. Como consecuencia, os usuarios europeos reciben un fluxo de narrativas dispares, ás veces contraditorias, que conforman un ecosistema informativo fragmentario pero moi activo. Alén disto, é frecuente que certos fíos, cando teñen un ton emocional ou desvelan detalles ata entón descoñecidos, acaden unha repercusión maior, influíndo de maneira decisiva na formación de opinión.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Cómpre subliñar, con todo, que estudar X supón enfrontarse a diversas limitacións. Esta plataforma atópase en constante evolución: cambios de algoritmo, novas funcións ou modificacións na súa política de moderación poden alterar os patróns de uso. De feito, durante o transcurso desta tese, Twitter pasou a autodenominarse "X", apuntando a un posible cambio de rumbo cara a un ecosistema integral (*the everything app*). Se se consolida un modelo onde os usuarios se impliquen en formatos de vídeo, pagamento en liña ou espazos de audio, as conversas textuais ou os *hashtags* poderían perder relevancia, mudando a forma en que se constrúen as narrativas. Consecuentemente, a extrapolación dos resultados desta tese a un contexto futuro require cautela e monitorización continua.

Por outra banda, hai que ter en conta que os contidos en redes sociais son por natureza efémeros: os usuarios poden borrar chíos, cambiar de opinión ou pechar a súa conta. Isto limita os estudos lonxitudinais, pois certas mensaxes poden desaparecer e alterar as series de datos. A maiores, os problemas éticos relacionados coa privacidade e a recollida de información persoal limitan a posibilidade de analizar mensaxes privadas ou grupos pechados, onde poderían florecer discursos menos visíbeis ou máis extremos. E, malia que as técnicas de análise de sentimento experimentaron grandes avances, o seu rendemento nunca é perfecto, especialmente en contextos multilingües con xiros coloquiais, ironía ou linguaxe críptica. De aí a necesidade de complementar a análise cuantitativa con procedementos interpretativos.

Unha limitación adicional deriva das conxunturas sociopolíticas externas. As crises económicas mundiais, os conflitos rexionais ou mesmo a situación da Unión Europea poden cambiar a percepción dos usuarios sobre cuestións alleas en aparencia. Un incremento repentino no prezo do petróleo pode agudizar os reproches a Arabia Saudita, aínda que as causas últimas residan noutras dinámicas. Con tal complexidade de factores, resulta arduo discernir canto do

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

discurso negativo (ou positivo) se debe a eventos internos sauditas e canto procede de factores exóxenos. Para mitigar isto, a tese optou por cruzar datos de eventos concretos con análise de sentimento, mais en todo caso, cómpre recoñecer que a realidade sociopolítica global impacta significativamente na rede.

Así e todo, estas limitacións abren un interesante campo para continuar co estudo. Por exemplo, sería moi enriquecedor levar a cabo comparacións con outros estados do Golfo ou do Oriente Medio que teñen estratexias de diplomacia dixital propias, con enfoque e recursos distintos. Poden identificarse similitudes ou diferenzas na maneira de proxectaren a súa imaxe internacional e no xeito en que as comunidades europeas as perciben. Iso, á súa vez, axudaría a reforzar ou cuestionar as hipóteses teóricas que guiaron esta tese.

Outra vía sería mellorar e perfeccionar a metodoloxía, integrando técnicas máis avanzadas de procesamento de linguaxe natural (por exemplo, redes neuronais con modelos específicos para idiomas minoritarios ou rexionais) que captasen con maior precisión as sutilezas lingüísticas. Así mesmo, a análise das redes sociais podería complementarse cun estudo dos grafos de *retweets* e seguidores para descubrir a arquitectura de difusión: que perfís actúan como nodos principais, como se forman as cámaras de eco e cales son os elos que tecen pontes entre diferentes comunidades. Ademais, poderían introducirse enquisas dirixidas ou entrevistas con usuarios europeos para coñecer de primeira man as motivacións que os levan a comentar sobre Arabia Saudita.

Un terceiro aspecto no que profundar sería a identidade cambiante de X. Se a plataforma segue a evolucionar e incorpora servizos de emisión en directo, sistemas de pagamento ou mesmo contidos efémeros, é posible que as formas de interacción e a xerarquía de contidos muden radicalmente. Isto suporía un reto interesante para observar como se xera e distribúe a información,

USC
DE SANTIAGO
DE COMPOSTELA

así como para avaliar se as opinións expresadas en chíos tradicionais desaparecen ou se ven substituídas por dinámicas multimodais (vídeos, directos, podcasts). Ademais, convén analizar se a fragmentación do panorama de redes sociais (con competencia de Instagram, TikTok, Threads ou outras) altera a relevancia de X como espazo central de debate sobre asuntos internacionais.

En definitiva, esta tese de doutoramento demostra o papel esencial que desempeña X na configuración da imaxe de Arabia Saudita en Europa. A través do enfoque metodolóxico mixto —que combina estatísticas e análise cualitativa— pon de relevo un ecosistema de discurso complexo, no que confluén as accións institucionais de diplomacia dixital, as interaccións espontáneas da cidadanía e a inmediatez da actualidade informativa. Se ben é certo que os contidos oficiais poden guiar ou corrixir certas percepcións, sofren tamén a competencia de multitudes de voces que reinterpretan as mensaxes conforme aos seus propios prexuízos, valores e experiencias.

No plano teórico, os resultados evidencian a utilidade da teoría da influencia social para interpretar a propagación das ideas e das actitudes en redes. As ferramentas propias da plataforma —gústame, *retweets*, verificación de contas— estimulan un proceso continuo de ampliación, retroalimentación e redefinición reputacional. A nivel práctico, isto implica que calquera país interesado en mellorar ou manter a súa reputación internacional debe deseñar con coidado o seu enfoque dixital, tendo en conta a necesidade de establecer diálogos honestos, ser coherente coas accións internas e adaptar a comunicación á realidade cultural dos destinatarios estranxeiros.

A relevancia deste tema transcende a Arabia Saudita, pois calquera estado que se introduza na escena global a través das redes sociais poderá encontrar paralelismos. Nun mundo onde as fronteiras se debuxan cunha crecente interdependencia, X e plataformas semellantes adoitan ser canles onde se disputan narrativas que acaban influíndo en decisións diplomáticas, acordos económicos e tamén no tecido sociocultural. A presente investigación non só achega unha visión

USC
DE SANTIAGO
DE COMPOSTELA

detallada de como se formula a percepción europea sobre Arabia Saudita, senón que salienta a necesidade de entender as relacións entre tecnoloxía, influencia social e construción colectiva de imaxes nacionais. Observando un país en proceso de transformación —con reformas internas e un crecente rol no panorama internacional—, a tese reflicte un intre de mudanza no xeito de comunicar, negociar identidades e tecer vínculos na era dixital.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

TABLE OF CONTENTS

DEDICATION: ..... **iii**

Keywords ..... **iv**

ACKNOWLEDGEMENTS ..... **v**

Abstract ..... **vi**

Resumo ..... Error! Bookmark not defined.

Table of Contents ..... **xl**

List of TABLES ..... **xlix**

List of ILLUSTRATIONS ..... **liii**

ABBREVIATIONS ..... **lvi**

STATEMENT OF ORIGINAL AUTHORSHIP ..... **lvii**

CHAPTER 1 Introduction **1**

1.1 Social media influence in Saudi Arabia 2

1.2 The idea of X's influence 5

1.3 X influence 7

1.4 Research scope 9

1.5 Research Objectives 10

1.6 Structure of the Study 12

1.6.1 Chapter 1: Introduction and Research Objectives 12

1.6.2 Chapter 2: Research Gap and Literature review 12

1.6.3 Chapter 3: Methodology 13

1.6.4 Chapter 4: Data Analysis and Findings 13

1.6.5 Chapter 5: Results and Discussion 14

1.6.6 Chapter 6: Conclusion 15

CHAPTER 2 Research Questions ..... Error! Bookmark not defined.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

2.1 Research Questions vs. Research Objectives 16
2.1.1 Defining Research Questions 16
2.1.2 Defining Research Objectives 17
2.1.3 Key Differences Between Research Questions and Research Objectives 17
2.1.4 The Importance of Clearly Defining Research Questions and Objectives 18
2.2 General Objectives 19
2.3 Specific Objectives 22
CHAPTER 3 Literature Review 25
3.1 Perception of reality in the social media age 28
3.2 Impact of daily influence of social media 31
3.3 X influential theories 39
3.4 Theories of social media and culture 43
3.4.1 Media influence theories 46
3.4.2 KAS Culture 47
3.4.3 Europe Culture 50
3.5 Religion VS social media 53
3.5.1 Europe's take on religion vs social media 55
3.5.2 Saudi Arabia's take on religion vs social media 59
3.6 State of ontological materialism and idealism 63
3.6.1 Materialist perspective of X's influence in Europe 64
3.6.2 Materialist perspective of X's influence in KSA 67
3.6.3 Ontological perspective of X's influence in Europe 69
3.6.4 Ontological perspective of X's influence in KSA 70
3.7 X reliability compared to media 77
3.8 X Algorithm Changes – A Timeline of Key Updates 79

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

3.8.1 Xs Timeline analysis 82
3.8.2 X Algorithm 84
3.9 X technical insight and agenda 89
3.9.1 X influential statistics 91
3.10 Role of European Government in content creation of X 97
3.10.1 The European regulation regarding X 101
3.11 Political and economic relation between Europe and Saudi Arabia 104
3.11.1 Saudi tourism and the impact of Saudi tourism on stereotype 109
3.12 Implications of the image of Saudi Arabia in Europe through X 110
3.13 Literature review conclusion 114
3.13.1 Future of X 117
CHAPTER 4 Methodology 120
4.1 Period of Analysis 122
4.2 Type of Methodology 123
4.2.1 Quantitative Analysis 123
4.2.2 Qualitative Analysis 123
4.3 How the Study Was Conducted 124
4.4 Research Questions 125
4.5 Data Collection 126
4.6 Selected Countries 126
4.7 What Was Analyzed 127
4.8 How the Analysis Was Conducted 127
4.9 Database Accessibility 129
4.10 Why Quantitative? 129
4.11 Reasoning 129

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12 Sources 130
4.12.1 France 130
4.12.2 Spain 131
4.12.3 Sweden 132
4.12.4 Romania 133
4.12.5 Germany 134
4.12.6 Finland 135
4.12.7 Hungary 136
4.12.8 Malta 136
4.12.9 Poland 137
4.12.10 Portugal 138
4.12.11 Italy 139
4.12.12 Denmark 140
4.12.13 Netherlands 141
4.12.14 Austria 141
4.12.15 Belgium 142
4.13 Data Collection Methods 143
4.13.1 Functionalism 144
4.13.2 Interpretivism 144
4.13.3 Positivism 144
4.14 Research Paradigm 145
4.15 Research Approach 145
4.16 Data Collection Tools 146
4.17 Conceptual framework 148
4.17.1 France Perspective 151

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.17.2 Germany Perspective 152
4.17.3 Italy Perspective 153
4.18 Research Justification 154
CHAPTER 5 DATA ANALYSING AND FINDINGS 158
5.1 France Perspective 158
5.1.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 158
5.1.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 160
5.1.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe 162
5.1.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 164
5.1.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 165
5.1.6 Possibilities of Knowledge Management Change Perspective of Europeans 167
5.2 Spain 170
5.2.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 171
5.2.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 173
5.2.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe 174
5.2.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 176
5.2.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 178
5.2.6 Possibilities of Knowledge Management Change Perspective of Europeans 179
5.3 Sweden 182
5.3.1 Most Common Themes and Topics Discussed About Saudia Arabia on X In Europe 182
5.3.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 184

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.3.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..185
5.3.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia ..187
5.3.5 Image of Saudia Arabia on X in Europe Vary Across European Countries ..189
5.3.6 Possibilities of Knowledge Management Change Perspective of Europeans ..191
5.4 Romania ..193
5.4.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe ..193
5.4.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe ..195
5.4.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..197
5.4.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia ..199
5.4.5 Image of Saudia Arabia on X in Europe Vary Across European Countries ..200
5.4.6 Possibilities of Knowledge Management Change Perspective of Europeans ..202
5.5 Germany ..205
5.5.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe ..205
5.5.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe ..207
5.5.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..209
5.5.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia ..211
5.5.5 Image of Saudia Arabia on X in Europe Vary Across European Countries ..213
5.5.6 Possibilities of Knowledge Management Change Perspective of Europeans ..214
5.6 Finland ..217
5.6.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe ..217

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.6.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 219
5.6.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..221
5.6.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 223
5.6.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 224
5.6.6 Possibilities of Knowledge Management Change Perspective of Europeans 226
5.7 1.7 Hungary.....229
5.7.1 Most Common Themes and Topics Discussed About Saudia Arabia on X in Europe 229
5.7.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 231
5.7.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..233
5.7.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 235
5.7.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 236
5.7.6 Possibilities of Knowledge Management Change Perspective of Europeans 238
5.8 Malta.....241
5.8.1 Most Common Themes And Topics Discussed About Saudia Arabia On X In Europe 241
5.8.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 243
5.8.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..245
5.8.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 246
5.8.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 248
5.8.6 Possibilities of Knowledge Management Change Perspective of Europeans 250
5.9 Poland 252

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.9.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 252
5.9.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 254
5.9.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..256
5.9.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 258
5.9.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 259
5.9.6 Possibilities of Knowledge Management Change Perspective of Europeans 261
5.10 Portugal 264
5.10.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 264
5.10.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe.....266
5.10.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe 268
5.10.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia 269
5.10.5 Image of Saudia Arabia on X in Europe Vary Across European Countries 271
5.10.6 Possibilities of Knowledge Management Change Perspective of Europeans 272
CHAPTER 6 DISCUSSION, CONCLUSION AND FURTHER RESEARCH 276
6.1 6.1.1 The Role of Social Media in Influencing Public Perception.....276
6.1.1 Findings of This Study:.....276
6.2 Contrast with Literature:.....276
6.3 6.1.2 Sentiment Trends and Polarization 277
6.3.1 Findings of This Study:.....277
6.4 Contrast with Literature:.....277
6.5 6.1.3 The Role of Influencers and Digital Diplomacy 277
6.5.1 Findings of This Study:.....277

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

6.5.2 Contrast with Literature: 278
6.6 6.1.4 The Impact of Algorithm-Driven Echo Chambers 278
6.6.1 Findings of This Study: 278
6.6.2 Contrast with Literature: 278
6.7 Further Research 284
6.8 6.2 Conclusion....286
6.8.1 Answering Research Questions 286
6.8.2 Verification of Hypotheses 286
6.8.3 Evaluation of Objectives 287
6.8.4 Final Thoughts 287
References....288

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

LIST OF TABLES

Table 1: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 158

Table 2: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 160

Table 3: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe 162

Table 4: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....164

Table 5: Image of Saudia Arabia on X in Europe Vary Across European Countries.....165

Table 6: Possibilities of Knowledge Management Change Perspective of Europeans.....167

Table 7: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 171

Table 8: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 173

Table 9: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe 174

Table 10: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....176

Table 11: Image of Saudia Arabia on X in Europe Vary Across European Countries.....178

Table 12: Possibilities of Knowledge Management Change Perspective of Europeans.....179

Table 13: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 182

Table 14: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 184

Table 15: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..185

Table 16: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....187

Table 17: Image of Saudia Arabia on X in Europe Vary Across European Countries.....189

Table 18: Possibilities of Knowledge Management Change Perspective of Europeans.....191

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Table 19: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 193
Table 20: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 195
Table 21: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..197
Table 22: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....199
Table 23: Image of Saudia Arabia on X in Europe Vary Across European Countries.....200
Table 24: Possibilities of Knowledge Management Change Perspective of Europeans.....202
Table 25: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 205
Table 26: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 207
Table 27: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..209
Table 29: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....211
Table 30: Image of Saudia Arabia on X in Europe Vary Across European Countries.....213
Table 31: Possibilities of Knowledge Management Change Perspective of Europeans.....214
Table 32: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 217
Table 33: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 219
Table 34: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..221
Table 35: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....223
Table 36: Image of Saudia Arabia on X in Europe Vary Across European Countries.....224

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Table 37: Possibilities of Knowledge Management Change Perspective of Europeans.....226
Table 38: Most Common Themes and Topics Discussed About Saudia Arabia on X in Europe 229
Table 39: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 231
Table 40: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..233
Table 41: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....235
Table 42: Image of Saudia Arabia on X in Europe Vary Across European Countries.....236
Table 43: Possibilities of Knowledge Management Change Perspective of Europeans.....238
Table 44: Most Common Themes And Topics Discussed About Saudia Arabia On X In Europe 241
Table 45: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 243
Table 46: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..245
Table 47: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....246
Table 48: Image of Saudia Arabia on X in Europe Vary Across European Countries.....248
Table 49: Possibilities of Knowledge Management Change Perspective of Europeans.....250
Table 50: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 252
Table 51: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 254
Table 52: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..256
Table 53: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....258

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Table 54: Image of Saudia Arabia on X in Europe Vary Across European Countries 259

Table 55: Possibilities of Knowledge Management Change Perspective of Europeans.....261

Table 56: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe 264

Table 57: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe 266

Table 58: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe ..268

Table 59: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia.....269

Table 60: Image of Saudia Arabia on X in Europe Vary Across European Countries 271

Table 61: Possibilities of Knowledge Management Change Perspective of Europeans.....272

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

LIST OF ILLUSTRATIONS

Figure 1: X stats 92

Figure 2: Most common user active on X. 93

Figure 3: 2020 X User Demographics 95

Figure 4: Total tweets per EU leader January 2019 to June 2020 98

Figure 5: Source: Own elaboration. 159

Figure 6: Source: Own elaboration. 161

Figure 7: Source: Own elaboration. 163

Figure 8: Source: Own elaboration. 165

Figure 9: Source: Own elaboration. 167

Figure 10: Source: Own elaboration. 169

Figure 11: Source: Own elaboration. 172

Figure 12: Source: Own elaboration. 174

Figure 13: Source: Own elaboration. 175

Figure 14: Source: Own elaboration. 177

Figure 15: Source: Own elaboration. 179

Figure 16: Source: Own elaboration. 180

Figure 17: Source: Own elaboration. 183

Figure 18: Source: Own elaboration. 185

Figure 19: Source: Own elaboration. 187

Figure 20: Source: Own elaboration. 188

Figure 21: Source: Own elaboration. 190

Figure 22: Source: Own elaboration. 192

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 23: Source: Own elaboration. 194
Figure 24: Source: Own elaboration. 196
Figure 25: Source: Own elaboration. 198
Figure 26: Source: Own elaboration. 200
Figure 27: Source: Own elaboration. 201
Figure 28: Source: Own elaboration. 204
Figure 29: Source: Own elaboration. 207
Figure 30: Source: Own elaboration. 209
Figure 31: Source: Own elaboration. 210
Figure 32: Source: Own elaboration. 212
Figure 33: Source: Own elaboration. 214
Figure 34: Source: Own elaboration. 216
Figure 35: Source: Own elaboration. 219
Figure 36: Source: Own elaboration. 221
Figure 37: Source: Own elaboration. 222
Figure 38: Source: Own elaboration. 224
Figure 39: Source: Own elaboration. 226
Figure 40: Source: Own elaboration. 228
Figure 41: Source: Own elaboration. 231
Figure 42: Source: Own elaboration. 233
Figure 43: Source: Own elaboration. 234
Figure 44: Source: Own elaboration. 236
Figure 45: Source: Own elaboration. 238

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 46: Source: Own elaboration. 239
Figure 47: Source: Own elaboration. 242
Figure 48: Source: Own elaboration. 244
Figure 49: Source: Own elaboration. 246
Figure 50: Source: Own elaboration. 247
Figure 51: Source: Own elaboration. 249
Figure 52: Source: Own elaboration. 251
Figure 53: Source: Own elaboration. 254
Figure 54: Source: Own elaboration. 256
Figure 55: Source: Own elaboration. 257
Figure 56: Source: Own elaboration. 259
Figure 57: Source: Own elaboration. 260
Figure 58: Source: Own elaboration. 262
Figure 59: Source: Own elaboration. 265
Figure 60 : Source: Own elaboration. 267
Figure 61: Source: Own elaboration. 268
Figure 62: Source: Own elaboration. 270
Figure 63: Source: Own elaboration. 272
Figure 64: Source: Own elaboration. 273

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

ABBREVIATIONS

KSA: Kingdom of Saudi Arabia

CBS: CBS News

GCC: Gulf Cooperation Council

US: United States

EU: European Union

X - New name for the X platform

COVID: Referring to COVID-19

DSA: Data Structures and Algorithms

UNESCO: United Nations Educational, Scientific and Cultural Organization

SPSS: Statistical Package for the Social Sciences

Axios - A news outlet

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

STATEMENT OF ORIGINAL AUTHORSHIP

I hereby declare that the work presented in this thesis is entirely my own and has not been submitted, in whole or in part, for an award at this or any other higher education institution. All research, findings, and conclusions drawn herein are the result of my own independent study, except where explicitly acknowledged. To the best of my knowledge and belief, this thesis does not incorporate any material previously published or written by another individual, except where clear and specific attribution is made. I understand the implications of plagiarism and affirm the authenticity and originality of the work presented in this document.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

CHAPTER 1 INTRODUCTION

People are more likely to conform to societal standards. The social influence theory implies that those close to have societal standards have a greater influence on people than those further away. Robert Cialdini discusses the importance of interpersonal influence in one's daily life in his book Influence: The Psychology of Persuasion[1] (2018). Individuals are socialized, according to Cialdini, when they adopt the norms and values of their community.

Family, schools, peers, and society as a whole all play a role in shaping ideas about what constitutes acceptable behavior. All social influence revolves around the concept of reciprocity. A person's ability to persuade others with an argument or request improves if they have previously granted a similar request. Reciprocity is defined as the act of repaying a favor with one of equal or greater value. It can also be used in social situations and is useful in convincing others to do what you want.

The presence of others influences people's thoughts, emotions, and behaviors, which is known as social influence. It has been studied in disciplines such as psychology, sociology, and anthropology as a fundamental aspect of human social behavior. There are several types of social influence, including normative influence (when people conform to a group's or society's norms and expectations), informational influence (when people rely on the information and perspectives of others to make decisions), and minority influence (when a minority group exerts influence on the majority) (Lim, 2022).

Solomon Asch conducted one of the most famous studies on social influence in the 1950s, discovering that people were more likely to conform to a group's incorrect judgments, even when

[1] https://public.summaries.com/files/8-page-summary/influence.pdf

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

their observations indicated otherwise (Selim, Long, & Vignoles, 2017). The power of normative influence and the ability of individuals to conform to group norms even when those norms contradict their own beliefs or values were demonstrated in this study. The group's size and cohesion, its members' perceived expertise or authority, and the presence of dissent or disagreement within the group are all factors that can influence the strength and efficacy of social influence (Geber & Sedlander, 2022).

Individuals' thoughts, emotions, and behaviors are influenced by the presence of others, which is referred to as social influence. It is a fundamental aspect of human social behavior that has received extensive research in fields such as psychology, sociology, and anthropology. Social networking sites are online communities where users can make and maintain personal and professional connections, as well as discover, follow, and interact with other people's profiles and shared content. This influence has the power to change the course of action for the individual.

Saudi Arabia has a population of 35.08 million people, with 33.58 percent of them currently online (GMI, 2022). The vast majority of Saudi Arabia's population (27.80 million) is active on social media, spending an average of 3 hours and 6 minutes per day doing so. It is widely acknowledged that the proliferation of viral content and the widespread use of social media platforms such as online communities have increased pressure on governments while also facilitating greater coordination among activists.

1.1 Social media influence in Saudi Arabia

Users now have more communication and interaction options because of social networking services. Understanding how people use these services is critical for improving the user experience. In 2013, 135 million people in the Arab world had Internet access. Social networking

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

sites were used by 58% of the population. Almost two-thirds of these Internet users were men, and nearly half were teenagers or young adults. With 91% of respondents using Facebook, it is the most popular social networking service. In 2013, women made up one-third of the Arab Facebook population (Blogger, 2022). When implementing social media platforms in non-Western contexts, it is common to overlook local cultural norms and conventions. As of January 2024, Saudi Arabia's digital landscape has seen significant growth:

- **Internet Usage**: Approximately 99% of the Saudi Arabian population, equating to 36.84 million individuals, are internet users.
- **Social Media Users**: The country boasts 35.10 million social media users, representing 94.3% of the total population.
- **Daily Social Media Engagement**: On average, individuals in Saudi Arabia spend 3 hours and 6 minutes daily on social media platforms, surpassing the global average of 2 hours and 24 minutes.
- **Popular Social Networking Platforms**: As of January 2025, Facebook leads with a 58.03% market share, followed by Instagram at 16.39%, and Twitter at 16.16%.
- **Social Media Advertising Audience Demographics**: In early 2024, the gender distribution among social media users in Saudi Arabia was 57.4% male and 42.6% female.
- **Web Traffic Referrals**: In January 2025, Facebook accounted for 58.03% of social media referrals, highlighting its dominance in directing online traffic.
- **Twitter Users**: As of early 2024, Twitter had 16.16% of the social media market share in Saudi Arabia.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Saudi Arabia is an intriguing case study due to its strong and diverse cultural and religious ties. The purpose of this article is to investigate the motivations, identities, and online activities of Saudi Arabian youth who use social media. Users can reach a much larger audience for conversation and interaction by using social media platforms. Culture is not left at the door when entering a computer system; different countries have different communication norms. Researchers are delving deeper into the topic of user engagement and the factors that contribute to it (Stanger, Alnaghaimshi, & Pearson, 2017). To meet technological and business objectives, social media platforms must actively encourage and improve user engagement.

Because of the growing importance of social media, it has been discovered that many governments are attempting to regulate it. As evidenced by the country's low survey score of 27 out of 100, users in Saudi Arabia face difficulties connecting to the internet, restrictions on the types of content they can share, and even violations of their rights (Dwivedi, et al., 2021). It has been discovered that the increased participation of the Saudi populace in social movements for protection laws, rights, obligations, and support has piqued the interest and attention of international media outlets.

Modesty and shyness, as Al-Saggaf emphasizes, have a significant impact on daily life in Saudi Arabia. Women are primarily responsible for preserving family honor in Saudi Arabia and other Arabic countries. Saudi Arabia has more X users per capita than all other countries combined, except for two. According to Alexa Global Indexes data, X is one of the most popular social media sites in the GCC 2020.

This could be due to the advantages X has over traditional media and other social networks, such as its speed, brevity, interactivity, and freedom of expression. Because of its speed, spread, and hashtags, which are not as prominent on Instagram, Facebook, and other social media

USC
DE SANTIAGO
DE COMPOSTELA

platforms, X is ideal for announcing campaigns and publishing breaking news. If a Saudi citizen has a bad experience with another person or a government agency and tweets about it, the incident can quickly gain traction and reach many Saudis, putting pressure on the responsible party to make things right.

X has been viewed as an opportunity for government officials to establish new communication channels in terms of electronic government (Alasem, 2015). Learning what the public believes, communicating with others, disseminating news, and updating profiles are all possible benefits. Saudi Arabia is a deeply religious country. In terms of platform popularity, as of January 2025, the market share is as follows:

- **Facebook**: 58.03%
- **Instagram**: 16.39%
- **Twitter**: 16.16%
- **YouTube**: 6.08%
- **Pinterest**: 2.1%
- **LinkedIn**: 0.95%

1.2 The idea of X's influence

The kingdom's Xsphere reflects widespread dissatisfaction with the Saudi government's handling of domestic issues like unemployment and corruption. Despite the efforts of a vocal minority of Saudis on X to rally support for reform, widespread change has yet to occur. Clerics are among the most followed Saudis on X, reflecting the country's conservative nature. Saudi

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Arabia has the highest X usage rates in the world when compared to the size of its online population.

According to Global Web Index, 41% of the country's internet population uses X. In the Middle East and South Asia, Facebook, Instagram, LinkedIn, and WhatsApp are all popular, and Saudi Arabia has the most YouTube views per capita (Boghardt, 2013). X users, according to Saudi Arabia's Grand Mufti Abdul Aziz ibn Abdullah al-Sheikh, are "fools" who lack "modesty and faith." Sheikh Abdul Rahman al-Sudais, the imam of Mecca's Grand Mosque, has made similar criticisms of the social media platform.

According to the head of Saudi Arabia's religious police, social media users have "lost this world and their afterlife (Campaign Staff, 2022). Saudi Arabia appears to be paying special attention to influential X users. This category includes notable clergymen and attorneys, as well as political and civil activists and other semipublic figures. The Ministry of Culture and Information has discussed plans to implement a licensing system for YouTube uploaders. Acting against these people is frequently part of a campaign against them.

The pervasiveness of online media in contemporary society has shifted the location of political debate to websites such as Reddit and Facebook. The new level of connectivity in online society raises serious concerns about citizens' roles in the political process. To shed light on fundamental phenomena such as social influence, social forces, and digital divides, large social systems must be examined. The goal of this article is to separate the effects of these two factors on others.

The number of people who follow a X user is a widely used metric for determining that user's popularity. A person's reputation, which is closely related to their centrality, is a more

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

nuanced concept. Following a user with a positive reputation is more likely to boost your own reputation than following a user with a negative reputation. X user motivation is a significant psychological issue.

According to empirical research, it increases with fame and renown, but at a rate that is not linear. Information overload suggests an alternative explanation in computer-mediated communication. This experiment tests the non-monotonic motivation hypothesis, which states that a user's reputation (a measure of centrality) predicts inactivity better than their popularity (a popularity measure). Using social impact theory, they can forecast the relationship between the size of an influential group and the strength of its source. As the size of the targeted group grows, each person's social influence decreases.

It means that X users with more followers generate a smaller proportion of their total influence. The issue of unequal user focus is highlighted from a financial standpoint. When competing for the same amount of attention, it is common for people to analyze their followers' distributions using highly asymmetric Pareto distributions, also known as power-laws (Garcia, Mavrodiev, Casati, & Schweitzer, Understanding Popularity, Reputation, and Social Influence in the Twitter Society, 2017).

1.3 X influence

X is a microblogging platform that allows users to share and read 280-character updates, known as "Tweets." There is substantial evidence that the number of X users has increased rapidly, with the company claiming to have more than 200 million. Messages on X spread faster than on LinkedIn and Facebook, the two most popular social networking sites. Extremist groups will likely turn to the unmoderated X platform once they realize the limitations of other forms of new media

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

(Ray & Tarafdar, 2017). It raises the voices of marginalized groups, including those who seek to incite racism and bigotry.

The displays of narrative and counter-narrative on Facebook and YouTube have a more galvanizing effect on their users than X's brief, pithy messages. The impact of social media on the coordination of large-scale events such as protests, and social movements is a source of contention. According to scientists, social media has a significant impact on protests (Blanquart & Cook, 2013). As a counterbalance to the influence of traditional media, the Internet is increasingly being used to disseminate information to the public.

Despite widespread speculation that social media played an important role in a wide range of social movements, little is known about the extent of this contribution. Researchers looking into the societal impact of social media use would benefit from studies that place specific social media channels in the context of a social movement (Cossu, Dugué, & Labatut, 2015). This would shed light on one social media platform's influence on social upheavals. It is possible that social media will influence various aspects of a social movement.

Concerns have been raised about the veracity of information shared on popular social media platforms like Facebook and X. Because characterizing X profiles is conceptually similar to identifying influential users, it has sparked a lot of interest and inspired a lot of work. The vast majority of modern extremist operations benefit from Internet 2.0 tools for fundraising, recruitment, and logistical support. The increased use of the internet, particularly social media, by extremists as a new platform for interaction has aided the spread of radical ideas (Cinelli, Cresci, Galeazzi, Quattrociocchi, & Tesconi, 2020). The Internet's spread of false information, hate speech, and violent images can fuel extremist ideologies and lead to the formation of marginalized communities.

USC
DE SANTIAGO
DE COMPOSTELA

1.4 Research scope

The social influence theory states that a person's first impression of something or someone can have a significant impact on their opinion of that thing or person. People do not always understand their own points of view and beliefs. (Kelman, 1958) identified three types of social influence: internalization, identification, and compliance. These three factors indicate how closely an individual's thoughts and actions match those of his peers. Kelman's social influence theory's central premise is that individuals are influenced by their peers through three distinct mechanisms: identification, compliance, and internalization.

When a person yields to an external influence and modifies his or her behavior to conform to that influence, he or she is compliant. There are numerous ways to influence compliance. Compliance strategies can help determine whether the KSA is viewed positively or negatively by the public. Identification can be defined as conforming to or being influenced by a specific social role (politician, police officer, etc.). Conformity refers to a wide range of outward behaviors. Even if a person succumbs to such pressure, he may not change his mind. Individuals who have internalized the influence may change their public and private behavior to project a positive or negative image of Saudi Arabia to the outside world.

Improved interactive communication; increased information sharing and exchange; greater information dissemination and accessibility; increased public support and engagement; increased public pressure on the government to improve the country's image; and increased public pressure on the government to improve the country's image are the six primary benefits of social media (Tranos, 2020). A recent study found that social media has sparked and strengthened movements against social ills such as child marriage, Sati, widowhood, gendered dress codes, polygamy, and educational barriers for women.

USC
DE SANTIAGO
DE COMPOSTELA

The purpose of this research is to look into how Saudi Arabia's religious and cultural traditions influence European perceptions of the country. Powerful families are revered and looked up to in Arab society as a source of security (financial, physical, and otherwise) and as a reflection of the larger community. According to evidence, Saudi culture promotes male dominance, religious piety, male superiority, and tight control over women, all of which can contribute to a negative perception of the country in places such as Europe based on real studies.

The effectiveness of cross-border knowledge sharing among online X networks (opinion leaders, media experts, social celebrities, international political leadership, and social workers) in strengthening Saudi social movements is demonstrated in this study. X, for example, can be used to mobilize European politicians, celebrities, and human rights activists in the traditionally male-dominated kingdom to raise awareness and support for Saudi women's rights (Behfar, 2020).

1.5 Research Objectives

The idea behind the project is to showcase the perception of Europe for Saudi Arabia with influence of social media. This is done on the basis of knowledge management through social media. Improved interactive communication; increased information sharing and exchange; greater information dissemination and accessibility; increased public support and engagement; increased public pressure on the government to improve the country's image; and increased public pressure on the government to improve the country's image are the six primary benefits of social media.

The purpose of this research is to look into how Saudi Arabia's religious and cultural traditions influence European perceptions of the country. Powerful families are revered and looked up to in Arab society as a source of security (financial, physical, and otherwise) and as a reflection of the larger community. According to evidence, Saudi culture promotes male dominance,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

religious piety, male superiority, and tight control over women, all of which can contribute to a negative perception of the country in places such as Europe.

The knowledge management process of a company includes the acquisition, creation, storage, sharing, and application of knowledge by individuals and groups to achieve organizational goals. Large corporations and small and medium-sized businesses frequently take different approaches to social media (SMEs) (Zarei & Jabbarzadeh, 2019). Large corporations are more likely to use social media-based knowledge management than SMEs. Media appearances in all sectors, including business, economics, and academic institutions, have increased.

Information silos can be broken down geographically, motivationally, and socially thanks to the services provided by social networking companies. The term "social media" is commonly used in sports management to describe the accumulation of consumer-brand interactions. Acquiring knowledge through formal and informal channels, both online and offline, is critical from the standpoint of knowledge management. With the advent of social media, businesses can now educate and reach their employees in novel ways (Dennen & Jiang, 2014).

The effectiveness of cross-border knowledge sharing among online X networks (opinion leaders, media experts, social celebrities, international political leaders, and social workers) in bolstering Saudi social movements is demonstrated in this study. X, for example, can be used to mobilize European politicians, celebrities, and human rights activists in the traditionally male-dominated kingdom to raise awareness and support for Saudi women's rights. The following are the research objectives:

- To understand the Saudi government support on X for the people of Saudi Arabia and its image in European countries.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- To explore Saudi culture and religion shape image in European countries through X.
- To find out the support of X for Saudi social movements which ultimately influence the Saudi Arabia image in European countries.
- To propose context specific model that can help to understand the influence of X for shaping the Saudi Arabian image in European countries.

1.6 Structure of the Study

1.6.1 Chapter 1: Introduction and Research Objectives

Saudi Arabia, with its significant internet and social media penetration, stands as a prominent player in the digital realm. The nation's active presence on X, coupled with its intent to project its cultural, religious, and political narratives, underscores the platform's influence in shaping international perceptions. As social media platforms, especially X, become instrumental in fostering engagement and shaping narratives, it's crucial to understand their role in influencing a country's international image. The dynamics of shared information on these platforms can lead to various outcomes, from street protests to governmental pressures, emphasizing the power and reach of digital communication.

1.6.2 Chapter 2: Research Gap and Literature review

While the benefits of social media are manifold, from enhancing interactive communication to fostering global engagement for social movements, there exists a gap in understanding its role in shaping Saudi Arabia's image in Europe. The cultural and religious nuances of Saudi Arabia, juxtaposed with Western values, present a complex narrative that gets amplified through social media. The study aims to bridge this gap by examining how Saudi Arabia's cultural and religious narratives, disseminated through X, influence its perception in European countries.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

1.6.3 Chapter 3: Methodology

This chapter delves into the philosophical underpinnings and methodological choices guiding the research. It begins by exploring the three philosophical stances: Functionalism, Interpretivism, and Positivism. The focus then shifts to the research paradigm, where a strong justification for adopting interpretivism is provided, emphasizing its alignment with understanding subjective realities. The research approach section elucidates the choice of induction, highlighting its suitability for the development of a research framework. In discussing research methods, the chapter underscores the rationale for opting for qualitative data collection and analysis methods, emphasizing their ability to capture nuanced insights. The chapter concludes with a justification of the chosen data collection and analysis tools, detailing their relevance and appropriateness for the study.

1.6.4 Chapter 4: Data Analysis and Findings

This chapter offers a comprehensive exploration of Saudi Arabia's engagement with social media platforms. It begins by examining the phenomenon of online dissent on social media, understanding its origins, manifestations, and implications. The subsequent sections delve into the effects of social media on Saudi culture and religion, highlighting the interplay between digital narratives and traditional beliefs. The role of the Saudi government in shaping social media exposure is critically analyzed, shedding light on strategies, policies, and interventions. The chapter also delves into the ethical quandaries presented by digital platforms, discussing dilemmas related to privacy, censorship, and freedom of expression. The focus then shifts to X, exploring its meteoric rise in Saudi Arabia and its profound impact on societal discourse. This chapter delves into the intricacies of European X content and its influence on functionalism. It begins by exploring

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the theme of conformity within European interpretivism, understanding the dynamics that shape collective narratives.

The chapter then examines the nuances of European content creation, highlighting the factors that drive narratives related to Saudi Arabia. The informational influence of Europe through X is dissected, understanding the mechanisms through which perceptions are shaped and propagated. The chapter also delves into the reasons behind shifts in ideology, exploring the socio-political and cultural factors at play. A critical analysis of X's algorithm is presented, highlighting how it targets specific content and shapes user experiences. The chapter concludes by examining the reasons behind the acceptance of X content by users and the resultant image of Saudi Arabia in Europe through the lens of X.

1.6.5 Chapter 5: Results and Discussion

The results are meticulously laid out, often supported by visual aids such as charts, graphs, and tables, to elucidate the frequency and patterns of discussions related to Saudi Arabia's image in European countries. The discussion delves deep into the nature and extent of support the Saudi government extends on X and its subsequent impact on the nation's image in European contexts. Furthermore, the narratives surrounding Saudi culture and religion, as perceived in European countries based on X interactions, are explored. The influence of X in amplifying voices related to Saudi social movements and its subsequent ramifications on Saudi Arabia's European image are also examined. A significant portion of this chapter is dedicated to a comparative analysis with existing literature, aiming to identify consistencies, deviations, and novel insights, thereby offering a holistic understanding of the study's contribution to the existing body of knowledge.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

1.6.6 Chapter 6: Conclusion

This concluding chapter offers a synthesis of the research's key insights. It begins with a critical analysis of the findings, juxtaposing them with existing literature and highlighting novel contributions. The role of X in shaping social media influence is dissected, understanding its mechanisms and ramifications. The chapter then delves into the social exchange theory, exploring its relevance in the context of Saudi Arabia's image in Europe. The theme of global diversification is explored, understanding the broader implications of the research findings. The chapter concludes by reflecting on the potential outcomes of prevailing X trends, offering insights into future trajectories, and suggesting avenues for further research.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

CHAPTER 2 OBJECTIVES

2.1 Research Questions vs. Research Objectives

Research questions and research objectives are crucial components of any academic study, guiding the research process and ensuring clarity in its purpose. While both are interrelated, they serve different functions. Research questions define the specific inquiries the study seeks to answer, whereas research objectives outline the specific actions taken to achieve those answers (Bryman, 2016). This section explores their distinctions and relevance within the framework of this study.

2.1.1 Defining Research Questions

A research question is a fundamental query that a study aims to address. It sets the direction for the research and determines the data collection and analysis approach. According to Creswell (2018), a well-structured research question should be clear, focused, and researchable within the available constraints. Research questions typically arise from gaps in existing literature, theoretical concerns, or practical challenges in a given field.

In the context of this thesis, the primary research question is:

- **How does X (now X) influence the international perception of Saudi Arabia in European nations?**

This overarching question leads to sub-questions that delve into more specific aspects, such as:

- What are the dominant themes in X discussions about Saudi Arabia among European users?
- How do sentiment trends on X shape European perceptions of Saudi Arabia?

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- What role does digital diplomacy play in modifying these perceptions?

These questions are exploratory, aiming to uncover trends and perspectives that contribute to a deeper understanding of the issue.

2.1.2 Defining Research Objectives

Research objectives, in contrast, describe the specific aims of the study that guide the methodology and analysis. They translate the research questions into concrete goals that the study intends to achieve (Saunders, Lewis & Thornhill, 2019). Research objectives help structure the investigation, ensuring that each stage aligns with the broader purpose of the study.

For this thesis, the key research objectives are:

1. To analyze the impact of X discussions on Saudi Arabia's international reputation in European countries.
2. To categorize and interpret sentiment trends in tweets related to Saudi Arabia.
3. To assess the effectiveness of Saudi Arabia's digital diplomacy efforts in shaping online narratives.
4. To identify the primary factors influencing European perceptions of Saudi Arabia on X.

Each of these objectives aligns with a research question, ensuring a systematic approach to data collection and analysis.

2.1.3 Key Differences Between Research Questions and Research Objectives

The distinction between research questions and objectives can be summarized as follows:

Aspect	Research Questions	Research Objectives

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Purpose	Define what the study seeks to understand	Describe how the study will achieve its purpose
Nature	Inquiry-based; seeks answers to specific issues	Action-based; outlines steps to be taken
Scope	Broad and exploratory	Specific and measurable
Guidance	Directs theoretical exploration	Directs research design and methodology
Example	*How does X shape Saudi Arabia's image?*	*To analyze sentiment trends in Saudi-related tweets*

By differentiating between research questions and objectives, this thesis ensures a structured approach to investigating the role of X in shaping Saudi Arabia's reputation.

2.1.4 The Importance of Clearly Defining Research Questions and Objectives

Clearly defined research questions and objectives are essential for maintaining coherence throughout the study. They help in selecting the appropriate research design, determining data collection methods, and structuring analysis (Kumar, 2020). Moreover, they ensure that the study remains focused and contributes meaningful insights to the existing body of knowledge.

In studies involving social media analysis, defining research questions and objectives is particularly critical. Given the vast amount of data available on platforms like X, a well-articulated research question helps narrow down the focus, while precise objectives guide methodological choices (Neuman, 2019).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

2.2 General Objectives

1. **Comprehensive Analysis of Social Media's Role in Image Building:** In the age of digital interconnectedness, social media platforms have emerged as powerful tools that shape, mold, and sometimes even distort the image of nations on the global stage. This objective aims to delve deep into the intricate web of digital narratives, especially on platforms like X, to understand their role in constructing Saudi Arabia's image. Given Saudi Arabia's unique socio-cultural and political milieu, it becomes imperative to discern how the nation is perceived, celebrated, critiqued, or sometimes even misunderstood within the vast expanse of the European digital realm. This isn't just about tracking tweets; it's about understanding the underlying sentiments, biases, and perceptions that they carry.

2. **Deep Dive into Saudi Arabia's Cultural and Religious Fabric:** Saudi Arabia, with its millennia-old history, is a mosaic of rich cultural and religious traditions. This objective seeks to embark on a journey through this tapestry, understanding how the nation's cultural festivals, religious rituals, traditional practices, and even day-to-day customs are portrayed on global platforms. The aim is to discern areas where the essence of Saudi traditions is captured accurately, places where it's celebrated, and instances where it might be misinterpreted or misrepresented, leading to potential misconceptions in the European psyche.

3. **Knowledge Management in the Digital Age:** The digital age has revolutionized the way knowledge is created, shared, and consumed. This objective aims to dissect these intricate processes, especially in the realm of social media. How are narratives about Saudi Arabia crafted? Who are the key players in this narrative-building process? How is this knowledge disseminated, and more importantly, how is it received by the European audience? The

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

objective will also delve into strategies to optimize these processes, ensuring that the portrayal of Saudi Arabia is both accurate and holistic.

4. **Application of Social Influence Theory in Digital Narratives:** Drawing inspiration from Kelman's seminal work on social influence, this research objective seeks to apply the theory's tenets to the realm of digital communication. In the vast, interconnected world of X, how do processes of compliance, identification, and internalization play out? How do these processes shape, reinforce, or sometimes even challenge perceptions about Saudi Arabia? The aim is to decode the underlying dynamics that drive digital narratives and shape perceptions.

5. **Contrasting Digital Narratives with Official Messaging:** In the age of information overload, it becomes crucial to differentiate between grassroots digital narratives and official messaging. This objective will venture into this complex terrain, juxtaposing the portrayal of Saudi Arabia on platforms like X with official narratives, press releases, and government statements. The aim is to identify areas of alignment, points of divergence, and potential zones of conflict, offering a multi-dimensional view of Saudi Arabia's portrayal.

6. **Cross-Border Knowledge Sharing and Its Implications:** We live in a world where information flows seamlessly across borders. This objective seeks to understand the dynamics of such cross-border exchanges, especially on platforms like X. How do opinion leaders, journalists, celebrities, and political figures from different parts of the world contribute to shaping Saudi Arabia's image? How do their narratives influence, reinforce, or sometimes even challenge existing perceptions?

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

7. **Sociopolitical Movements and Their Digital Footprints:** The digital footprints of sociopolitical movements can offer profound insights into a nation's evolving landscape. This objective will delve into the digital traces of movements related to Saudi Arabia, be it women's rights, political reforms, or cultural shifts. How do these movements shape Saudi Arabia's portrayal on the global stage, especially in the European context?

8. **Strategic Recommendations for Image Enhancement:** Drawing from the rich insights garnered through the research, this objective will focus on crafting actionable, strategic recommendations. Tailored for a diverse array of stakeholders, from the Saudi government to media agencies and influencers, these recommendations will aim to foster positive engagement, address challenges, and optimize strategies to shape Saudi Arabia's image positively.

9. **Evaluation of European Heterogeneity in Perceptions:** Europe, with its diverse nations and cultures, offers a rich tapestry of perceptions. This objective will delve into this diversity, understanding how perceptions about Saudi Arabia vary across different European nations. From historical ties and political relations to cultural exchanges and shared values, a myriad of factors will be explored to understand the nuanced differences in perceptions.

10. **The Role of Language in Shaping Perceptions:** Language, with its subtle nuances and cultural undertones, plays a pivotal role in shaping narratives. This objective will delve into the linguistic landscape of X, understanding how translations, cultural idioms, and language nuances influence perceptions about Saudi Arabia. The aim is to identify areas where language barriers might lead to misconceptions, biases, or skewed perceptions.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

2.3 Specific Objectives

1. **Quantitative Analysis of X Engagement:** To embark on a meticulous journey through the vast expanse of X data, aiming to quantify the engagement metrics related to Saudi Arabia emanating from European territories. This isn't merely about counting tweets; it's about understanding the depth of engagement, the sentiment distribution (positive, negative, neutral), and discerning patterns that might reveal peak times of interaction or influential accounts that act as opinion shapers.

2. **Qualitative Assessment of Tweet Content:** Beyond the numbers lies the essence of the narrative. This objective seeks to delve into the heart of the content, analyzing the themes, narratives, and motifs that recur in discussions about Saudi Arabia. Whether it's a tweet about a cultural festival or a political reform, understanding the nuances of the portrayal, the choice of words, and the embedded sentiments will be pivotal.

3. **Examination of Cultural and Religious Representations:** Saudi Arabia, with its rich tapestry of traditions, offers a plethora of cultural and religious elements for discussion. This objective will dissect how these elements, from the grandeur of Hajj to the daily call of Azan, are represented on X. It's about identifying areas where appreciation might teeter on the edge of appropriation or misconceptions.

4. **Study of Political Narratives and Reforms:** Saudi Arabia's political landscape is dynamic and often at the forefront of global discussions. This objective will rigorously assess the portrayal of political events, policies, and reforms. From real-time reactions to royal decrees to discussions around international diplomacy, the aim is to capture the essence of political discourse related to Saudi Arabia on X.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5. **Evaluation of Gender Dynamics and Rights Discussions:** The discourse around gender rights in Saudi Arabia is both intricate and intense. This objective will focus on the portrayal and discussion of issues like women's driving rights, reforms in guardianship laws, and the broader spectrum of gender equality. It's about understanding support, critique, and the areas in between.

6. **Assessment of Economic Initiatives and Tourism Campaigns:** With initiatives like Vision 2030, Saudi Arabia is rapidly transforming its economic and tourism landscape. This objective will delve into how these changes, from mega-city projects to tourism campaigns, are received, discussed, and critiqued by the European X audience.

7. **Tracking Influence of Opinion Leaders and Celebrities:** In the digital age, a tweet from an influential figure can shape perceptions overnight. This objective will meticulously analyze the impact of tweets from celebrities, influencers, and opinion leaders, assessing their reach, sentiment, and overall influence on the narrative surrounding Saudi Arabia.

8. **Exploration of Historical Ties and Geopolitical Context:** Perceptions don't exist in a vacuum; they're often rooted in history and geopolitics. This objective will explore how past events, alliances, and even conflicts influence the present-day X narrative about Saudi Arabia, offering a layered understanding of perceptions.

9. **Study of Visual Representations and Multimedia Content:** In today's digital age, a picture can indeed speak a thousand words. This objective will focus on the visual narratives – images, videos, infographics – related to Saudi Arabia, understanding their context, authenticity, and the impact they have on shaping perceptions.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

10. **Engagement with User Surveys and Direct Feedback:** To complement the data-driven approach, this objective will involve direct engagement with European X users. Through surveys and interactive sessions, the aim is to capture firsthand insights, beliefs, and perceptions, offering a more rounded view of the narrative landscape.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

CHAPTER 3 LITERATURE REVIEW

The media is critical in informing the public about global events. The media wields varying degrees of power, and their messages are not universally received. The media, in general, and agenda-setting, have a significant impact on what people believe others are thinking. Agenda-setting theory has a significant impact on public education (Reeves, McKee, & Stuckler, 2015). Parents select schools for their children based on a variety of factors such as athletics, religion, and reputation. The media has a big influence on how people perceive things, especially religion and education. A flood of religious blogs has emerged, which may help people gain a more personal perspective on religions and opinions (Arnaboldi & Lema, 2021). This encourages open, adaptable, and individualized religious participation.

The significance and complexities of social media's role in shaping public perception have received considerable attention in recent years. X, Facebook, and Instagram have evolved into powerful tools for spreading information, opinions, and news. They have had a significant impact on how public opinion is formed and shaped, as well as on how people consume and share information. The spread of social media has significantly increased the amount of information available to the general public. Anyone can now share their thoughts and opinions with an international audience thanks to the Internet and social media platforms. Social media platforms have also aided in the rapid dissemination of information, allowing news and events to reach a global audience in a matter of minutes (Tsoy, Tirasawasdichai, & Kurpayanidi, 2021). This has increased the number of voices contributing to public discourse and allowed people all over the world to be kept up to date on events in other parts of the world in near real time. Increased information availability has resulted in a more dynamic and diverse public discourse.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

By facilitating the emergence of new voices and perspectives, social media has enabled underrepresented groups to have a greater impact on public opinion. Furthermore, social media has enabled the formation of online communities and groups, allowing people with similar interests and beliefs to connect and share information. However, the impact of social media on public perception is not without challenges. Due to the sheer volume of information available, people may find it difficult to distinguish between credible and untrustworthy sources on social media (Fields, 2006). Misinformation and propaganda have also spread through social media platforms, which can have a significant impact on public opinion. Furthermore, social media algorithms can be programmed to filter and prioritize specific types of content, resulting in a filter bubble and the reinforcement of preexisting beliefs and opinions.

Social media metrics like engagement, conversion, response rate, and reach can reveal the true outcomes of promoted campaigns. Policymakers can use population health awareness to promote protective behaviors if brands believe social media is the most effective platform for promoting their mission. In Sweden, social media campaigns were launched to promote health hygiene, social distancing, and staying at home. If the public is bombarded with too much information, their fear and anxiety may increase. In 1976, Ball-Rokeach and DE fleur discovered that during a crisis, the public would seek reliable information from the media (Ullah & Khan, 2020).

This study aims to evaluate the influence of social media and the algorithms it runs to show people and change/influence their judgement about a scenario. In this case particularly the image of KAS from Europe point of view. Analysis of tweets and social media activity from European users that mention or pertain to Saudi Arabia would be required for research into how Europe perceives Saudi Arabia via X.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

One study, "X and the Arab Spring: Politics Comes First" (Howard, et al., 2011), discovered that during the Arab Spring, X played an important role in shaping public perception of the Middle East, including Saudi Arabia. According to the study, tweets from the region tended to be more focused on politics and government than on culture or daily life. Another study, "X Use in Saudi Arabia: A Socio-Political Perspective" (Saaid, Al-Rashid, & Abdullah), discovered that Saudi citizens use X to express their views on a wide range of political and social issues, including human rights, women's rights, and religious freedom. According to the study, many users have used X to organize protests and demonstrations.

According to (Al-Tamimi, 2018), X has been used to avoid censorship and promote freedom of expression in Saudi Arabia; this may have an impact on how Europe perceives Saudi Arabia. It was also discovered that the Saudi government has a sizable presence on X, which may influence how Saudi Arabia is presented to European audiences.

Through content analysis, (Al-Sowayan, 2016) discovered that most tweets about Saudi Arabia from European users focus on political and economic issues, particularly oil prices and relations with the West. It also emphasizes the importance of considering the role of media representation in shaping public perception of Saudi Arabia, with European media frequently emphasizing negative aspects such as human rights issues and the country's role in religion. According to the research, X has a significant impact on Europeans' perceptions of Saudi Arabia. According to research, European users' tweets and social media activity frequently center on political and economic issues, with a focus on oil prices and relations with the West.

Furthermore, the literature emphasizes the importance of media representation as well as the impact of official Saudi accounts on public perception. It should be noted, however, that this

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

review only looks at a small number of studies, and more research is needed to fully understand the complex relationship between Europe's perception of Saudi Arabia and X usage.

3.1 Perception of reality in the social media age

Reality perception in the age of social media is a complex and nuanced topic with important implications for how individuals and societies understand and interact with the world. X, Facebook, and Instagram have evolved into powerful tools for spreading information, opinions, and news. They have had a significant impact on how people perceive and interact with reality, influencing how people consume and share information. One of the most significant effects of social media on reality perception is the sheer volume of available information. Anyone can now share their thoughts and opinions with an international audience thanks to social media platforms. This has increased the number of voices contributing to public discourse and allowed individuals to be informed in near real-time about events taking place in other parts of the world (Harper, 2010).

However, this exposes people to a vast and overwhelming amount of information, making it difficult to distinguish between credible and untrustworthy sources. Another effect of social media on reality perception is its influence on how people consume information. Social media algorithms are designed to filter and prioritize specific types of content, which can result in the formation of a filter bubble and the reinforcement of previously held beliefs and opinions. As a result, people may only be exposed to information that confirms their pre-existing beliefs, making it difficult for them to consider alternative points of view and comprehend the complexities of reality (Pariser, 2011).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Furthermore, social media can have a significant impact on how people understand and engage with politics and public affairs. As social media platforms have evolved into powerful political communication tools, politicians and political groups have used them to connect with voters and mobilize support. However, social media can be used to spread false information and propaganda, which can have a significant impact on public opinion. This is especially concerning in the context of elections and other major political events, where the spread of false information can significantly influence the outcome. Social media platforms have made it possible to create online communities and groups, allowing people with similar interests and values to connect and share information. However, social media can be used to spread hate speech and other forms of online harassment, which can have a negative impact on people's mental health and well-being.

Social media is seen as a potentially powerful tool for increasing user engagement and sparking interest in research across disciplines. (Arnaboldi & Lema, 2021) investigates the organizational dynamics of implementing social media, with a focus on the institutional structure of museums as an example of a cultural environment conducive to its use. For a variety of reasons, researchers attempting to make sense of the myriad facets of change in the public and nonprofit sectors must consider cultural contexts. Three Italian state museums' use of social media was found to be effective in attracting a large audience.

This is significant because the adoption of emergent social media use structures mediates the social media strategy in museums. Museums have recently gained widespread recognition as an essential component of the missions of numerous cultural institutions. The way people consume media has changed dramatically since the advent of the internet. Social media and mobile technologies are particularly effective at redefining the parameters of cultural participation. Museums that use social media as part of their cultural offerings will need to revise their

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

communication strategies to reflect this shift. Some organizations believe that user contributions dilute the intended message of a museum (MacArthur, 2007).

Others may regard Facebook and similar sites as "not very serious," casting doubt on the museum's credibility (Vogelsang & Minder, 2011). Several authors have investigated how these networks have spread, as well as which ones are used in museums and for what purposes. According to SaP, there is a connection between the initiative's larger logic, the actors' intentional behavior, and the actualization of practice. It is not a fixed, logical procedure derived from unambiguous managerial goals; rather, it is an ever-evolving system for ensuring that the tools work properly. When a museum uses social media, it acknowledges institutional transformation.

It compensates for the perceived weakness of other, more mechanical strategic approaches by recognizing that people can accomplish work while working within larger organizational and societal constraints (Chan, 2007). The methods of (Friesl, Stensaker, & Colman, 2020) helps academics understand the various approaches to social media management and their critical role in the overall cultural participation strategy. As museum curators and administrators gain experience and apply their own unique interpretation to their social media efforts, the strategy evolves and becomes conceptually more refined. This study looked at how much leeway museum social media managers were given. An organization's social media practices or praxes may be intertwined with other praxes or exist independently.

In terms of content, timing, and associations, social media posts enact the museum's strategy for connecting with its users by referencing the physical museum or its virtual representations. Editorial planning, which focuses on message content, is a component of praxes analysis. The analysis will determine the flexibility or rigidity of the plans, but they are necessary due to their impact on the museum's overall strategy (Cho, Cannon, & Li, 2022).

USC
DE SANTIAGO
DE COMPOSTELA

In terms of X, it has played a significant role in shaping Saudi Arabia's perception of reality in the age of social media. The platform has evolved into a powerful tool for sharing information, expressing opinions, and connecting with others. It has, however, been used to spread misinformation and propaganda, and the Saudi government has taken steps to control the platform's narrative. X can influence Saudi Arabians' perceptions of reality thanks to its partnership with the Saudi government. The Saudi government has invested heavily in X and other social media platforms and has used its clout to shape the platform's narrative.

Censorship of dissenting voices, promotion of government-approved content, and the use of bots and other techniques to amplify pro-government messages have all been used. In addition to its own policies and practices, X manages the perception of reality in Saudi Arabia. The platform has implemented several anti-misinformation measures, such as fact-checking labels and the removal of false or misleading content. Furthermore, X has taken steps to protect its users' privacy and security, including the implementation of encryption and other security measures (Choudhary, 2020).

Nonetheless, despite these efforts, X is still being chastised for how it handles Saudi Arabian perceptions of reality. Many people have asked the platform to do more to combat misinformation and propaganda, as well as to provide more accountability. Some have also criticized X for its close relationship with the Saudi government, which they believe jeopardizes its independence as a source of information.

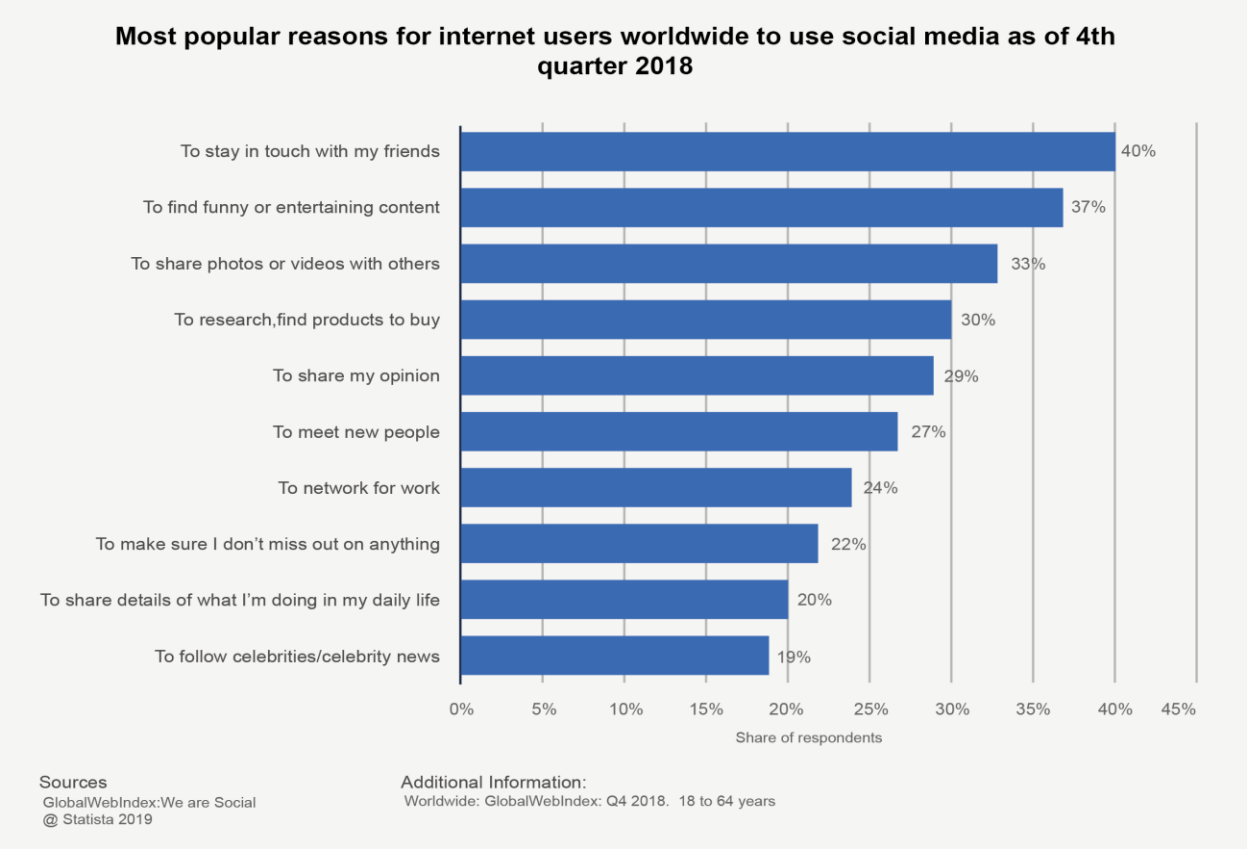
3.2 Impact of daily influence of social media

The fascinating explanations people provided for sharing data on social media were revealed in a study conducted by the New York Times Consumer Insight Group. People share

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

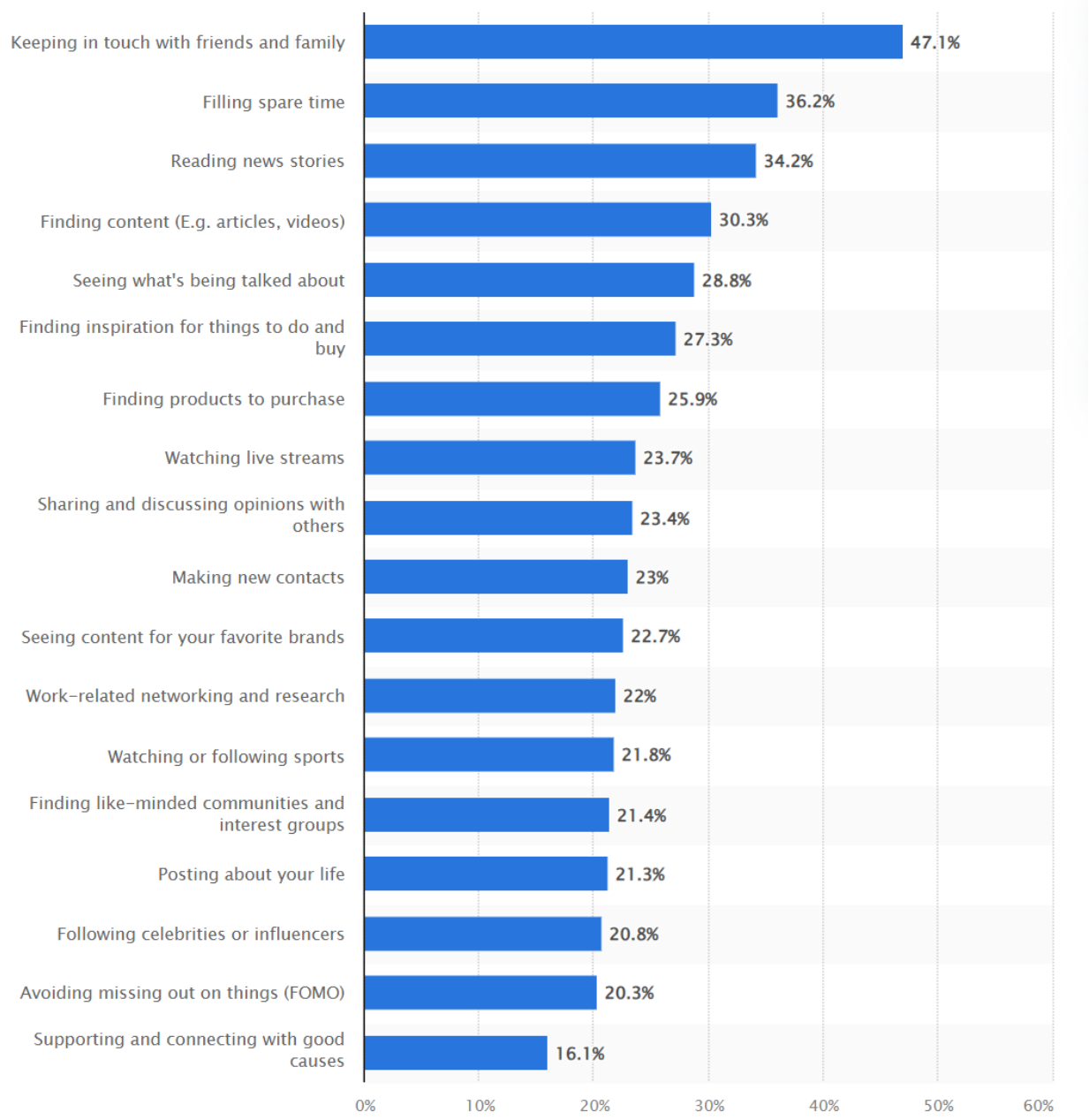
online for a variety of reasons, including spreading the word about products they like or causes they support, revealing information that will be useful to others, establishing and maintaining relationships. As a result of these factors, social networks have evolved from a simple tool for staying in touch with loved ones to a platform for societal change. Social media usage has an impact on politics, business, global culture, education, careers, and innovation.

Figures 1: Internet usage quarter 2018



Source: Statista. https://www.statista.com/statistics/715449/social-media-usage-reasons-worldwide/

Figures 2: Internet usage quarter 2022



Source: Statista: https://www.statista.com/statistics/715449/social-media-usage-reasons-worldwide/

Social media platforms have introduced us to new modes of communication, which have had a significant impact on people's daily lives. Individuals' increased use of social media daily is gradually influencing their behavior. Social media can boost creativity because it allows people to share their perspectives and collaborate with others. It enables people to actively explore and

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

participate without fear of rejection. Children who struggle to interact with others may exhibit withdrawn behavior. People become dissatisfied with their current circumstances, which leads to low self-esteem and depression.

Because of social media, it has become nearly impossible to avoid bad news and negative influences in our lives. This can lead to anxiety and stress, as well as thoughts of the world imploding. Globally, the number of people using social media has increased by 13% in the last year, with Central and Southern Asia leading the way (AUXIER, 2020). If the world's more than two billion Facebook users formed a country, it would be the third largest in the world, after China and India. Social media will have a significant impact on the future of society and human perception in a variety of ways. It can have an impact on how people interact with potential employers, romantic partners, and others. Using social media to demonstrate my ability to interact with others has aided me in networking, making new friends, and even job hunting. Companies must recognize the pervasiveness of social media in modern society. More research has shown that social media likes can be psychologically rewarding. Consumers must be able to rely on the flow of information for social media to become a credible news source in the future. Making customers happy will contribute to a brand's long-term success. Brands will have to prioritize online customer service, particularly in relation to social media.

Customers are unlikely to provide a positive review or rating on social media if brands respond negatively or rudely to them, fail to meet their expectations, or fail to respond at all. While it is a wonderful tool for sharing and connecting with family and friends, it causes more harm than good by making human contact and common courtesy so easy. Furthermore, because social media is "instant," people are discouraged from picking up the phone and engaging in one-on-one conversations (Rodriguez, Aalbers, & McNally, 2020).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The daily impact of social media on individuals and society has been the subject of extensive research and discussion in recent years. Social media platforms such as Facebook, X, and Instagram have an undeniable influence on thoughts, emotions, and actions. This literature review will look at how social media affects daily lives, such as its effects on mental health, interpersonal relationships, and political participation. One of the most thoroughly researched effects is the impact of social media on mental health.

According to research, using social media increases the risk of depression and anxiety (Lin, et al., 2016). This could be because social media encourages constant comparison with others and the pressure to present a perfect image of oneself online. Social media can exacerbate mental health issues in addition to disrupting sleep patterns. Social media has a significant impact on relationships as well. According to studies, social media use is associated with lower relationship satisfaction and increased feelings of jealousy and betrayal (Rosen, Whaling, Rab, Carrier, & Cheever, 2013).

Furthermore, social media makes it easier for people to cheat on their partners because it allows them to connect with others in ways that were not previously possible. The impact of social media on political participation has also been extensively researched. Social media has increased political participation, particularly among younger generations. It also allows individuals to form virtual communities in which they can share and discuss their political views and organize for social and political causes. It has also been discovered that social media can create echo chambers in which users are only exposed to information that confirms their preexisting beliefs, thereby exacerbating political polarization. According to the literature of (Vicario, Bessi, Zollo, & Petroni, 2016), the impact of daily social media influence is complex and multifaceted.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Social media has the potential to impact daily lives positively and negatively. While social media can increase political participation and connect people in previously unimaginable ways, it can also have a negative impact on mental health and relationships. As social media becomes more prevalent in daily lives, it is critical to continue researching its effects and developing strategies to mitigate its negative effects.

The spread of false information on the internet has the potential to change Europe's perception of Saudi Arabia (KSA). False information can quickly spread and influence public opinion due to the ease of access to information and the ability to reach a large audience through social media (Bessi, et al., 2016). This is particularly concerning in countries such as Saudi Arabia, whose political and cultural dynamics are complex and poorly understood by many Europeans. Misinformation can influence Europe's perception of Saudi Arabia by spreading stereotypes and misunderstandings about the country and its people. Misinformation about Saudi Arabia's treatment of women, for example, can contribute to a negative perception of the country as oppressive and regressive. Misinformation about the role of religion in Saudi society, likewise, can contribute to the impression that the country is intolerant and extreme.

Misinformation can also distort Europe's perception of the Kingdom of Saudi Arabia's political and economic climate. Misinformation about Saudi Arabia's stability and prosperity, for example, can lead to the country being perceived as a risky investment or a source of instability in the region. Misinformation about the government's policies and actions, on the other hand, can contribute to the perception that the country is undemocratic or hostile to Europe. The statement implies that false information can influence European perceptions of the Saudi government. Misinformation is the deliberate dissemination of false or inaccurate information across multiple platforms. False information is to blame for this distorted view of Saudi Arabia's political and

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

economic climate. If false information about the country's stability and prosperity circulates, for example, Europe may regard Saudi Arabia as a risky investment or a potential source of regional unrest. This could reduce European-Saudi economic and trade cooperation and discourage European investment in the country.

Similarly, spreading false information about Saudi Arabia's government policies and actions can give the impression that the country is undemocratic or hostile to Europe. As a result, political and diplomatic engagement between Europe and Saudi Arabia may wane, putting strain on relations between the two regions. The statement's overall message is that spreading false information can harm international relations and cooperation, and that spreading accurate information is critical for shaping public opinion. Misinformation can also be used as a political tool to influence people's perceptions of a country. Misinformation can be spread in this case to tarnish Saudi Arabia's reputation in Europe. Misinformation, for example, can be used to justify political or economic pressure on Saudi Arabia by spreading false information about human rights violations or political repression.

Finally, the spread of false information online has the potential to harm Europe's perception of Saudi Arabia. By spreading stereotypes and misconceptions, distorting the political and economic situation, and using it as a political tool, misinformation can influence public opinion and shape perceptions of a country. To combat misinformation and gain a more accurate understanding of the country, individuals and organizations must fact-check information and critically evaluate information sources.

According to studies, misinformation can reinforce stereotypes and misunderstandings about a country and its people (Allcott & Gentzkow, 2017; Pennycook & Rand, 2018). Misinformation about Saudi Arabia's treatment of women, for example, can contribute to a

USC
DE SANTIAGO
DE COMPOSTELA

negative perception of the country as oppressive and regressive. Misinformation about the role of religion in Saudi society, likewise, can contribute to the impression that the country is intolerant and extreme. This can have a big impact on how a country is perceived by the rest of the world, as well as its political and economic relations. Misinformation about the treatment of women and the role of religion in Saudi society can lead to the country being perceived as oppressive, regressive, intolerant, and extreme. For example, if false information about the treatment of women in Saudi Arabia is spread, the country may be perceived as oppressive and depriving women of basic rights and liberties. This can have a negative impact on how the rest of the world perceives the country, leading to a decline in international cooperation and investment.

Similarly, spreading false information about religion's role in Saudi society can contribute to the perception that the country is intolerant and extremist. This could lead to a reduction in political and diplomatic engagement between Saudi Arabia and other countries, potentially harming the country's international ties. Misinformation can also influence Europe's perception of Saudi Arabia by distorting the country's political and economic circumstances (Barthel et al., 2018; Woolley & Howard, 2016). Misinformation about Saudi Arabia's stability and prosperity, for example, can lead to the country being perceived as a risky investment or a source of instability in the region. Misinformation about the government's policies and actions, on the other hand, can contribute to the perception that the country is undemocratic or hostile to Europe. This can lead to the formation of incorrect assumptions and misperceptions about the country, which can have serious consequences for international relations.

Furthermore, misinformation can be used as a political tool to shape a country's perception (Woolley & Howard, 2016; Pennycook & Rand, 2018). False information can be disseminated in this case to tarnish the KSA's reputation in Europe. Misinformation, for example, can be used to

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

justify political or economic pressure on Saudi Arabia by spreading false information about human rights violations or political repression. This can lead to the formation of incorrect assumptions and misperceptions about the country, which can have serious consequences for international relations. In general, the literature suggests that the spread of misinformation online has the potential to harm Europe's perception of the Kingdom of Saudi Arabia. By spreading stereotypes and misconceptions, distorting the political and economic situation, and using it as a political tool, misinformation can influence public opinion and shape perceptions of a country. To combat misinformation and gain a more accurate understanding of the country, individuals and organizations must fact-check information and critically evaluate information sources.

3.3 X influential theories

X, as a microblogging platform, has been widely used for information dissemination, the formation of online communities, and the impact on political and social discussions. To understand how X influences these areas, researchers have developed various models to explain the mechanisms underlying these influences. The purpose of this review is to investigate the most prominent models of X influence, such as the information cascades model, the echo chamber model, and the networked publics model.

The information cascades model proposes that information spreads through a network of individuals via social learning. According to this model, individuals are more likely to adopt an idea or behavior if they believe others in their network have already done so. (Centola, 2010) found that information cascades on X are driven by a combination of social influence and homophily, which refers to the tendency for individuals to be attracted to others who share similar characteristics. This suggests that X users tend to adopt information shared by people who have similar characteristics to them.

USC
DE SANTIAGO
DE COMPOSTELA

According to the echo chamber model, X users are exposed to information that confirms their preexisting beliefs, resulting in an "isolated echo chamber" where users are shielded from alternative perspectives. According to (Barberá, Jost, Nagler, Tucker, & Bonneau, 2015) research, X users are typically exposed to information that confirms their preexisting beliefs, resulting in a polarized online environment where users are shielded from opposing viewpoints. This implies that X users are exposed to information that confirms their preexisting beliefs, resulting in a polarized online environment in which users are protected from opposing viewpoints.

X users are part of networked publics, which are groups of people who share a common identity or interest and use social media to connect and communicate, according to the networked publics model. X users, according to (Boyd & Ellison, 2007), are part of networked publics, which are groups of people who share a common identity or interest and use social media to connect and communicate. This implies that X users are typically exposed to information that aligns with their interests and identities, resulting in a polarized online environment in which users are shielded from opposing viewpoints.

It is critical to recognize that these models are not mutually exclusive and can overlap and interact in complex ways. (Ferrara & Bessi, 2016) discovered, for example, that information cascades and networked publics models can reinforce the echo chamber effect on X. They discovered that misinformation spreads more easily and quickly in homophiles groups, where people have similar beliefs and interests and are more likely to believe and adopt misinformation spread by peers.

(Watts, 2003), (Jackson & Wolinsky, 1996) are two other seminal works on the topic of endogenous network formation. Watts and Wolinsky's research shows that the set of efficient and stable networks does not always coincide when agents strategically choose whom to link with.

USC
DE SANTIAGO
DE COMPOSTELA

Watts applies Jackson and Wolinsky's framework to a dynamic setting to demonstrate that link formation is path dependent and frequently leads to inefficient networks. According to the theory proposed by Bala and Goyal, strong social ties result in both immediate and long-term benefits. (Halberstam, Yosh, & Knight, 2013) network is largely homophilic, which means that ties form between people who share similar political beliefs. (Conover & et, 2011) discovered that the network of political retweets has a highly segregated partisan structure, with little interaction between users on the political left and right. These findings support Watts' hypothesis that people tend to tweet and follow those who are like them. This text makes two key points:

1. Retweeting can be profitable,
2. The accounts users follow can reveal their X personalities.

Given that users can mention other people without necessarily following them, it should come as no surprise that the structure of the 'user-to-user mention' network is not compartmentalized. Although there is a wealth of literature on X from disciplines as diverse as marketing, computer science, and physics, most of it is concerned with patterns of information and opinion diffusion rather than individual incentives. (Kawamoto, 2013) presents a stochastic model of information diffusion based on a random multiplicative process, which is validated by looking at the statistical distribution of multiplicative factors in X data. (Tarbush & Teytelboym, 2013) create a dynamic model of friending in online social networks in which agents interact in overlapping social groups. Golub and Jackson also investigated the impact of homophily on network communication and learning rates. (Ko, Kwon, Kim, Lee, & Choi, 2014) present a mathematical model for analyzing information-sharing patterns on X during the 2012 Korean presidential election (Dastranj & Kessler, 2014).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In paper by (Mavrodiev, Garcia, Casati, & Schweitzer, 2017) Because of the pervasiveness of online media in modern society, political debate has shifted to websites such as Reddit and Facebook. As a result, traditional political processes have been transformed, with collective action giving way to connective action. Because of society's newly discovered interconnectedness, people must seriously consider the potential impact of social media users on electoral politics. Researchers must analyze the development of extremely large social systems to fully comprehend phenomena such as social influence, social forces, and digital divides, a task that the Social Sciences have historically found difficult.

The modern society generates massive amounts of data, which can be used to track individual human actions at previously unattainable levels of granularity and temporal depth. Human interaction issues are at the heart of computational social science, which uses massive data sets to find answers. (Toubia & Stephen, 2013) study compares two snapshots of X, an online social network with over 40 million users, taken seven years apart. Popularity, on the other hand, is frequently measured by the number of followers a user has, whereas reputation is a more nuanced concept associated with centrality. Users with a high in-degree and popularity are at the heart of the network's stars, while users with a high reputation are at the pinnacle.

The motivations of X users are an important psychological question. According to empirical research, user motivation increases with a network's fame and visibility, but the rate of motivational growth is nonlinear and the risk of leaving the network decreases at the same rate. An alternative explanation is suggested by the CMC data glut problem. The test result in cascading inactivity hypothesis, which states that a user's reputation (a centrality measure) predicts their inactivity more accurately than their popularity. According to agent-based models, nodes that are part of cycles belong to more stable subsets of the network (Jain & Krishna, 2001). The core

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

activity hypothesis is tested here, which states that X users who are part of the Strongly Connected Component (described in greater detail below) are less likely to become inactive. Social influence is just one of the phenomena that can be explained from a policy standpoint by looking at X psychologically. Social impact theory can be used to develop and test hypotheses about the relationship between the size of an influential group and the strength of its source. The division of impact hypothesis states that the larger the audience, the smaller the impact on any given individual.

According to the popularity growth hypothesis, a more popular user's fame will grow over time. According to the weak competition hypothesis, reputation is a valuable supplement to rather than a replacement for popularity. Inequality in user attention is raised from an economic standpoint, prompting an examination of the distribution of the number of followers in terms of extremely skewed Pareto distributions. Claims about preferential attachment and edge copying have been made using uncritical tests of the power-law popularity hypothesis and simple linear regression on a log-log distribution plot. Multiplicative growth mechanisms such as preferential attachment and edge copying can also produce highly unequal but non-scaling log-normal distributions. The authors hope to determine whether scaling inequalities are stable over time by contrasting the power-law hypothesis with the log-normal alternative (Riquelme & González-Cantergiani, 2016).

3.4 Theories of social media and culture

Since social media and culture are so connected, a lot of research has been done on them in the past few years. How people talk and interact with each other has changed a lot because of how quickly social media has grown. This has had a huge effect on the culture. In this review of

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the research, we'll look at the different theories that have been put forward to explain how social media affects culture.

(Fuchs, 2015) is widely regarded as a leading authority on the Internet and social media. He provides readers with theoretical concepts, current examples, and potential avenues for political intervention to demonstrate how cultural materialism can be applied to social media. According to Christian Fuchs study the Internet and social media have altered the production, distribution, and consumption of culture significantly. This shift has far-reaching consequences for the economy and society. Social media platforms like Facebook, X, and YouTube have made it easier to create, share, and consume cultural content. This shift has had a significant economic impact, particularly on the production, distribution, and consumption of cultural goods and services. The social media has aided the decline of face-to-face communication as well as traditional forms of community and social capital.

Among the most influential theories is the Social Construction of Technology (SCOT) theory, which contends that technology is not a neutral tool, but rather is shaped by the social and cultural context in which it is developed and used (Kokkinos, 2016). According to this theory, social media is not a neutral tool, but rather reflects the cultural norms and values of the society in which it is used. This suggests that the impact of social media on culture will vary depending on the context in which it is used. Another well-known theory is the Cultural Proximity theory, which states that people are more likely to adopt and use technology that aligns with their cultural values and norms (Hofstede, 2001). According to this theory, social media has the greatest cultural impact when the platform reflects the cultural values and norms of the society in which it is used.

Prior to recently, there were relatively few academic papers devoted to social media. To better illustrate the connections between the various theoretical frameworks, a causal chain model

USC
DE SANTIAGO
DE COMPOSTELA

was developed. This framework is meant to be a guide for future research. Many individuals, groups, and institutions have had to reconsider their conversational strategies because of the rise of social media. Because of the proliferation of social media, a new set of business models has emerged, posing new challenges to traditional business practices. Individualized mass personalization has surpassed traditional methods of mass advertising to become the norm in business transactions. Marketers frequently use online customer reviews as a pricing and product development metric. Academics have been slow to embrace social media (Ngai, Tao, & Moon, 2015).

Furthermore, the Cultural Imperialism theory investigates the relationship between social media and culture. It contends that the proliferation of social media and other forms of technology can lead to the erosion of traditional cultures and the propagation of Western cultural values. According to (Schiller, 1969) theory, the greatest impact of social media on culture will occur when the platform is used to promote Western cultural values and norms, which can lead to the erosion of traditional cultures. Hybridization theory also investigates the relationship between social media and culture. It contends that the proliferation of social media and other forms of technology can lead to the emergence of new cultural forms that combine traditional and contemporary elements (Bhabha, 1994). According to this theory, social media will have the greatest impact on culture when it is used to encourage the blending of traditional and modern elements as well as the emergence of new forms of culture.

It asserts that younger generations who have grown up with digital technology have a different relationship with technology than older generations, and that this difference is reflected in their culture. According to this theory (Eltantawy & Wiest, 2011), social media will have the greatest cultural impact when used by younger generations who have a different relationship to

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

technology than older generations. Participatory Culture also investigates the relationship between social media and culture. It contends that social media and other forms of technology have resulted in the emergence of a new culture in which individuals are active participants rather than passive consumers (Jenkins, 2006). According to this theory, the impact of social media on culture is greatest when the platform is used to encourage active participation in culture rather than passive consumption.

3.4.1 Media influence theories

Understanding Media and The Gutenberg Galaxy by Marshall McLuhan were published in 1962 and 1964, respectively. They documented the evolution of media tools and demonstrated their impact on society. It's fascinating to see how little his works have changed in critical reception since they were first published. His supporters frequently mention the utopian potential and actualization of digital technologies. Skeptics have pointed to his work's lack of methodology and theoretical framework.

According to the agenda-setting theory of the media, agenda-setting media shape public opinion rather than reflecting the public's actual interests. Others believe that films promote ruthless capitalist values, while others believe that the media is liberally biased. Scholars of the media look into the significance of issues and try to figure out where they came from (McCombs & Shaw, 1972). The uses and gratifications school of thought investigates how audiences interact with various forms of entertainment. This theory proposes that audiences interact with media to achieve a variety of personal goals. So, you and your friends can watch Dancing With the Stars while also discussing it on X. The way the media is used is determined by the needs that are being met.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

3.4.2 KAS Culture

Social media has had a significant impact on the culture of the Kingdom of Saudi Arabia (KSA). The proliferation of platforms such as Facebook, X, and Instagram has increased individual connectivity and communication, as well as the sharing and consumption of content on a wide range of topics. This literature review will examine how social media has influenced culture in Saudi Arabia using the homogenization theory, hybridization theory, and glocalization theory. According to the homogenization theory, social media helps to erode cultural differences and promotes the emergence of a global culture. This theory assumes that social media facilitates the sharing and consumption of cultural products, resulting in the global spread of cultural influences. This theory would imply that social media is causing Saudi citizens to adopt Western cultural practices and values in the context of Saudi Arabia.

The hybridization theory, on the other hand, contends that social media encourages the blending of diverse cultural influences rather than the erosion of cultural distinctions. According to this theory, social media facilitates the blending of cultural elements from various sources, leading to the emergence of novel, hybrid cultural forms. In the context of Saudi Arabia, this theory would imply that social media is causing the blending of traditional Saudi cultural practices with those of other cultures, such as the West. Social media, according to the glocalization theory, allows for the simultaneous expression of global and local cultural influences. Social media, according to this theory, facilitates the sharing and consumption of both global and local cultural products, resulting in the coexistence of global and local cultural expressions. This theory suggests that in the context of Saudi Arabia, social media facilitates the expression of both traditional Saudi cultural practices and those of other cultures.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

According to studies (Sommier, 2014), social media has had a significant impact on Saudi Arabia's culture. Social media use in the Kingdom of Saudi Arabia is associated with greater exposure to diverse cultural influences, which is associated with greater cultural openness. Other studies have found that using social media in Saudi Arabia is associated with increased participation in global cultural activities such as listening to Western music and watching Western television shows (Alsulami, Omar, Binnwejim, & Alhamdan, 2018). However, it should be noted that the relationship between social media and culture in Saudi Arabia is complex and multifaceted. While social media can increase exposure to a variety of cultural influences, it can also strengthen traditional cultural practices and values. For example, (Alsulami A., 2019) discovered that social media usage in Saudi Arabia is associated with both increased exposure to Western cultural influences and increased adherence to traditional Saudi Arabian cultural practices.

According to a report (Welter, 2018), X has over 300 million monthly active users, with approximately 100 million daily users. Mobile devices account for 80% of account activity. According to a recent study, X is widely used for political discussions, particularly in Africa. Around 10% of the most popular African hashtags in 2015 were directly or indirectly related to politics or politicians. X's utility does not rely on active tweeting, as the abundance of information provided allows one to follow discussions that may pique one's interest.

X users have been limited to 280 characters per tweet and it could grow to 4000 in coming years and technology changes with rest to media and content consumption since its inception, and it is recommended to be as concise and direct as possible for better response rates. When referencing the author's work, their X handle should be included. It is suggested to post tweets that cover a wide range of topics, including current events, interesting stories, and upcoming events. Using hashtags and limiting self-promotion is also recommended. An application such as

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Hootsuite can aid in managing multiple social media profiles and a tool such as Content Feed can help curate and discover content from various channels. Adding files from shared cloud storage services can also make it accessible to the entire team.

X has emerged as a popular platform for political, social, and cultural debate in Saudi Arabia. The platform has been used to promote free speech, political activism, and civil society participation. X has also played an important role in the public sphere by providing a platform for citizens to express themselves, share news, and participate in public debates. According to one study, "X Use in Saudi Arabia: A Socio-Political Perspective" (Al-Rasheed, 2015), Saudi citizens have used the platform to express their views on a variety of political and social issues, including human rights, women's rights, and religious freedoms. According to the study, many users have used X to organize protests and demonstrations. X played a significant role in the Arab Spring, according to "X and the Arab Spring: Politics Comes First" (Howard et al., 2011), with many users using the platform to share news, information, and organize protests. The study also discovered that X, particularly in Saudi Arabia, has played an important role in promoting freedom of expression and civil society engagement. X has also been used to promote culture and the arts in Saudi Arabia. According to (Al-Sowayan, 2016), X has been used to promote traditional Saudi culture as well as to support the country's emerging artists and cultural figures. According to the study, X has played an important role in promoting cultural exchange and dialogue between Saudi Arabia and other countries. Furthermore, Saudi Arabia is known for its strict regulations and censorship. Despite the strict regulations governing free speech and the press, X has allowed citizens to freely express themselves. According to Al-Tamimi (2018), X has been used to circumvent censorship and promote free speech in Saudi Arabia.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

3.4.3 Europe Culture

Social media platforms such as Facebook, X, and Instagram have had a significant impact on European culture (Tuzel & Hobbs, 2017). These platforms have made it easier for people to connect and communicate with one another, as well as share and consume content on a variety of topics. The goal of this literature review is to investigate the effects of social media on European culture, with a focus on three major theories: homogenization theory, hybridization theory, and glocalization theory.

According to the homogenization theory, the proliferation of social media platforms helps to level out existing cultural distinctions and fosters the development of a more universal culture. This theory is based on the premise that the proliferation of social media facilitates the sharing and consumption of cultural products, resulting in the global spread of cultural influences. In the context of Europe, this theory would imply that because of the influence of social media, Europeans are becoming more Western in their cultural practices and values.

The hybridization theory, on the other hand, proposes that social media lead to the blending of diverse cultural influences rather than the erosion of cultural distinctions. This contrasts with the erosion theory, which contends that cultural differences fade over time. According to this school of thought, the use of social media makes it easier to combine aspects of culture from various places, leading to the development of new cultural practices that are hybrid in nature. The proliferation of social media, according to this hypothesis, is causing traditional European cultural practices to become more assimilated with those of other cultures that exist within the context of Europe (Vickers, Field, & Melakoski, 2015).

The use of social media, according to the glocalization theory, can facilitate the simultaneous expression of global and local cultural influences. The coexistence of global and

USC
DE SANTIAGO
DE COMPOSTELA

local cultural expressions, according to this hypothesis, is the result of social media making it easier for people to share and consume cultural products produced both globally and locally. According to this theory, the use of social media facilitates the expression of cultural practices that are traditional to Europe as well as those associated with other cultures in Europe.

All three of the hypotheses are supported by empirical evidence. According to the findings of a study conducted by (Papacharissi, 2010), the rise in popularity of social media platforms in Europe is associated with increased consumption of American cultural goods and decreased consumption of traditional European cultural activities. (Manca and Ranieri, 2016), on the other hand, discovered that the use of social media in Europe is associated with the emergence of new hybrid cultural forms. These new hybrid cultural forms result from the blending of traditional European cultural practices with those of other cultures. Furthermore, researchers (Neiger et al., 2018) discovered that social media facilitates the coexistence of global and local cultural expressions in Europe. They discovered this to be true because social media facilitates the sharing and consumption of both global and local cultural products.

The relationship between various forms of online culture and society in Europe is intricate and multi-faceted. It is possible that the use of social media will lead to the spread of American cultural products and the erosion of traditional cultural practices in Europe; however, the use of social media may also help to reinforce traditional cultural practices and values. Authors discovered that the use of social media in Europe is linked to both the dissemination of American cultural products and the reinforcement of traditional European cultural practices. This was discovered to be true in Europe.

X's ability to spread information quickly has had a significant impact on the culture of European countries. The platform allows users to receive real-time updates on current events and

USC
DE SANTIAGO
DE COMPOSTELA

provides a constant stream of information on a variety of topics. This has been especially significant in terms of news dissemination and opinion formation among the general public. Tandoc et al. (2015) discovered that X is one of Europe's most popular news consumption platforms and plays an important role in the process of forming public opinion about current events. This demonstrates X's ability to wield cultural power by serving as a forum for information exchange and the formation of public opinion on a wide range of topics.

Furthermore, X has played an important role in the development of online communities in Europe. The platform allows users to create hashtags and use mentions, making it easier to form communities centered on specific topics and interests. According to Anstead and O'Loughlin (2018), X is widely used in Europe to form online political communities. This finding emphasizes the platform's potential to influence culture by facilitating the formation of communities centered around specific topics and interests.

It has also been discovered that X has an impact on European political and social conversations. The platform allows for real-time communication and information sharing, which aids in the formation of political and social discussions. According to a study conducted by Bimber et al. (2017), X is widely used for political discourse in Europe and plays an important role in the process of forming public opinion on political issues. This demonstrates X's cultural clout by serving as a forum for political and social debate, as well as the formation of public opinion on a wide range of topics.

However, it is critical to recognize that X's impact on European culture is complex and multifaceted. The platform has the potential to amplify preexisting biases and misinformation, but it also has the potential to facilitate information dissemination, online community formation, and the influence of political and social discussions. According to a study conducted by Starbird and

USC
DE SANTIAGO
DE COMPOSTELA

Palen (2016), X can be used to spread false information and propaganda, emphasizing the importance of conducting critical evaluations of the information available on the platform.

3.5 Religion VS social media

Religion and social media have received increased attention in recent years as social media use has grown and the impact of social media on various aspects of life, including religion, has become a subject of ongoing research. This is due to the widespread use of social media. Religious leaders in the United States use X to communicate with their followers and share content related to their faith, according to the findings of the research project titled "Religion and Social Media: A Study of X Use Among American Religious Leaders" (Lenhart et al., 2010). The study also discovered that religious leaders use X to build communities and spread the word about their religious beliefs.

Another study, "The Impact of Social Media on Religious Beliefs and Practices" (Hampton et al., 2011), found that using social media is associated with increased involvement in religious activities. Increased prayer frequency and attendance at religious services are two examples of increased involvement. The study also discovered that using social media is linked to a higher level of religious diversity. This is because when users use these platforms, they are exposed to a wider range of religious perspectives and beliefs. According to a study conducted by Delli, Carpini & Keeter, 1996), the use of social media leads to a decrease in religious belief. This is because users are exposed to a wider range of beliefs and practices, some of which challenge traditional religious beliefs. People who use social media are less likely to attend religious services, have faith in God, and hold secular values, according to the findings of this study.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

(Ling & Donner, 2009) argued in their study that social media platforms such as Facebook, X, and YouTube are not only a new medium for religious information dissemination, but also a new space for religious practices. Facebook, X, and YouTube are examples of these platforms. They also discovered that individuals and religious groups use social media for a variety of reasons. Individuals use it to express their religious identity and seek social support, while religious groups use it to build and maintain community. Furthermore, studies have been conducted to investigate how the use of social media affects religious expression and identity. The use of social media, according to Bimber and colleagues (2000), is associated with increased levels of self-expression and identity formation, including religious identity.

(Hardy & Bimber, 2003) discovered in a second study that the use of social media was associated with an increase in the number of different religious identities that were formed as well as an increase in the number of different religious identities. Several studies on the impact of social media on religious communities have been conducted. (Putnam and Campbell, 2010) discovered that using social media is associated with increased civic engagement as well as the formation of social capital, which includes religious social capital. Wellman and colleagues (2001) discovered that using social media was associated with higher levels of social and religious connectedness in a separate study.

According to a study by (Baazeem, 2020) a theory is proposed to explain how religious beliefs can influence a person's social media behavior. It incorporates privacy concerns into its measurement framework to assess the effect of faith on technology adoption and use. The Religious Orientation Scale (ROS), created by Allport and Ross in 1967, is used to assess an individual's innate religiosity. The authors show that ROS, privacy concerns, and technology acceptance all play a role in how people use social media using a structural equation modeling

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

technique called partial least squares. The findings suggest that religion has an indirect influence on people's attitudes toward technology and personal privacy. This study has significant implications for social media companies' and users' policy and practice. It will help industry and literature by providing a reliable model for measuring the impact of religion on user behavior, and it will help social media companies maximize user participation in social media.

3.5.1 Europe's take on religion vs social media

Religion and social media are both powerful forces that can shape public perception and influence society. In Europe, the relationship between these two forces is complex and multifaceted. According to Koopmans (2019), the rise of social media has altered Europeans' perceptions and practices of religion. According to the study, social media has made it easier for people to access and share information about various religions, resulting in a more diverse and tolerant society.

Furthermore, the study found that social media has given people more control over their religious identities, allowing them to express their beliefs in a more personalized and individualized way. In a separate study, Jakobsen (2020) discovered that social media can be used to spread misinformation and extremist ideologies, resulting in increased polarization and mistrust between religious groups in Europe. According to the study, social media platforms like X and Facebook have been used to spread divisive and hateful messages, particularly by far-right and extremist groups.

According to a Groshek study, the relationship between religion and social media in Europe is also influenced by government policies and regulations (2021). According to the study, countries with stricter social media laws, such as Germany and France, have seen lower levels of religious

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

polarization and extremism than countries with more permissive laws, such as the United Kingdom.

The relationship between religion and social media in Europe, according to the literature, is complex and multifaceted. Although social media has the potential to increase religious understanding and tolerance, it can also be used to spread misinformation and extremist ideologies. Government policies and regulations also have a significant impact on the relationship between religion and social media in Europe.

According to (Lundby, et. al., 2017) even though all three Scandinavian countries are now primarily secular, their long Protestant Christian history has an impact. A new wave of refugees has arrived in the country since the summer of 2015. This comes after a decade of rising immigration levels. As a result, all three Scandinavian countries have tightened immigration and refugee policies, including at their borders. A comparison of religion coverage in the daily press in Denmark, Finland, Iceland, Norway, and Sweden reveals an increase in media coverage of Islam. In the Nordic countries, Islam's share of religious coverage in newspapers increased from 4% in 1988 to 13% in 2008. The religious coverage in Danish newspapers is dominated by Islam. As a result, religious references in Nordic parliamentary debates have increased.

Their work looks at the growing politicization of Islam in Scandinavian countries like Denmark, Norway, and Sweden. This article uses mediatization theory to discuss the role of the media as sources of information and forums for representing and discussing religion and religiously based political conflict against the backdrop of Scandinavian attitudes toward religion, particularly Islam. This article examines the most striking similarities and differences between these countries' religious, political, media, and conflict experiences, interpretations, and interactions, despite the fact that they share many cultural and institutional characteristics.

USC
DE SANTIAGO
DE COMPOSTELA

There is no link between the degree to which respondents in Denmark and Norway see Islam as a threat to national culture and the frequency with which they discuss religious extremism. In Sweden, however, there is a small but statistically significant inverse relationship. Those in Sweden who are more interested in religious extremism coverage in the media are also more likely to see Islam as a fundamental threat to Swedish society. Participation in religiously focused online debates has only a moderately positive correlation with Danes' perception that Danish culture is under threat. Scandinavians are more open to media coverage that critically examines Islam, Judaism, and Christianity than to more comprehensive coverage. Norwegians have higher media scrutiny expectations than Europeans, but only a quarter of the population is interested in learning more about Islam through comprehensive coverage. The media is expected to facilitate dialogue about religious tensions as issues of public concern and critique.

According to a report by (Walter, 2019) Islamophobia reared its ugly head during the Slovak elections in March 2016. Candidates in 2016 should have campaigned on a platform of improving the economy, eliminating corruption, and retaining the incumbent government and prime minister. Instead, the so-called refugee crisis dominated, highlighting the incompatibility of Muslim refugees in Slovakia. Facebook reveals widespread support for anti-Islamist rhetoric as well as the rise of right-wing extremists and populists like Marian Kotleba. One of their main selling points is their fear of Muslims, which underpins their entire ideology and philosophy. Dennk N, a Slovak blogger, exemplifies this trend by making unsubstantiated (post-truth) factual claims.

Following the terrorist attacks in Paris and Brussels, Prime Minister Robert Fico and other Slovak politicians and media activists argued that "Islam is incompatible with our culture." Confusion between Islam as a religion and terrorism as a phenomenon has exacerbated the refugee

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

crisis. The Slovak media has a pattern of portraying Muslims negatively, frequently associating them with acts of violence and unrest. Extremist Muslim actions are frequently cited as justification for Islam's blanket condemnation on Slovak television, radio, newspapers, and websites. For example, the 2016 Pegida rallies in Dresden were mischaracterized by the media as anti-terrorist measures.

By exploiting people's natural fear of the unknown, xenophobic groups are agitating Central European nations, particularly Slovakia, where a far-right political party has gained power. This paper analyzes the 2016 Slovak election using post-factual political theory to show how it was framed by emotional appeals divorced from policy specifics. This is a modern issue brought about by the prevalence of social media, the availability of constant news coverage, and all too often, a lack of fair representation. Jennifer Hochschild, a Harvard University professor of Government, has compared this trend to a revival of 18th- and 19th-century media norms.

The term "post-democracy" was coined by Ralph Keyes and Colin Crouch to describe a political model in which public electoral debate is a carefully orchestrated spectacle managed by opposing teams of professionals skilled in persuasion techniques. Cognitive science has resulted in a convergence of events dubbed the "regime of post-truth" by (Jayson Harsin, 2015) a media and politics scholar. Algorithms that determine what appears in social media and search engine rankings based on what users want (per algorithm) rather than what is factual; the fragmentation of modern, more centralized mass news media gatekeepers; user-generated content; and fewer society-wide common trusted authorities to differentiate between truth and lies, accurate and inaccurate.

According to Pertti (2018), the increasing presence of Islam in Europe has altered cultural norms and values. According to the study, Europe's growing Muslim population has resulted in a

USC
DE SANTIAGO
DE COMPOSTELA

more tolerant society and greater acceptance of religious and cultural diversity. Furthermore, the study found that the influence of Islam in Europe has resulted in a greater emphasis on family values and community cohesion. In a separate study, Spinelli (2019) discovered that the growing presence of Islam in Europe has also contributed to an increase in Islamophobia and anti-Muslim sentiment. According to the study, Europe's growing Muslim population has sparked a fear of cultural and religious differences among certain segments of the population, particularly far-right and extremist groups.

According to a (Koopmans & Orgad, 2020) study, the relationship between Islam and cultural change in Europe is influenced by government policies and regulations. According to the study, countries with stricter laws governing Islamic practice, such as France and Belgium, have seen more resistance and hostility towards the religion than countries with more permissive laws, such as the United Kingdom and Germany. According to the literature, the relationship between Islam and cultural transformation in Europe is complex and multifaceted.

With the increased presence of Islam in Europe, cultural norms and values have shifted toward greater tolerance and acceptance, as well as an increase in Islamophobia and anti-Muslim sentiment. Government policies and regulations also have a significant impact on the relationship between Islam and cultural change in Europe. Furthermore, government policies and regulations play a significant role in shaping the relationship between Islam and cultural change in Europe. Further research is needed to fully understand the dynamics of this relationship and its impact on European society (Leka, 2023).

3.5.2 Saudi Arabia's take on religion vs social media

Saudi Arabia's culture and society are deeply rooted in religious values and customs as the home of Islam's two holiest sites and the birthplace of Islam. However, the country has seen a

USC DE SANTIAGO DE COMPOSTELA

significant shift toward modernization and globalization in recent years, resulting in social media having a greater impact on its culture and society. According to Al-Sulami (2019), the increasing use of social media in Saudi Arabia has resulted in a shift in the country's religious practice and perception. According to the study, social media has allowed people to express their religious beliefs and practices, resulting in a greater diversity of religious expression. Furthermore, the study discovered that young people's participation in religious discourse and activities has increased because of their use of social media. In a separate study, Al-Qahtani (2020) discovered that the increased use of social media in Saudi Arabia has contributed to an increase in religious extremism and radicalization. According to the study, social media has provided a platform for extremist groups to disseminate their ideologies and recruit individuals, thereby increasing the threat of terrorism in the country.

According to Al-research, Mansour's the relationship between religion and social media influence in Saudi Arabia is influenced by government policies and regulations (2021). According to the study, the Saudi government's strict censorship laws and social media monitoring have resulted in increased control over religious discourse and expression on social media, resulting in greater religious belief and practice homogeneity. The relationship between religion and social media influence in Saudi Arabia, according to the literature, is complex and multifaceted. The country's increasing use of social media has resulted in a shift in how religion is practiced and perceived, providing a platform for greater religious expression diversity. Nonetheless, it has aided in the rise of religious extremism and radicalization. Furthermore, government policies and regulations shape the country's relationship between religion and social media influence.

In a study, (Al-Ghamdi, 2018) concluded that X played an important role in the liberalization of Saudi Arabian culture. According to the study, X has provided a platform for

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

individuals to express their opinions and perspectives on a variety of issues, resulting in a greater diversity of voices and a more open society. Furthermore, the study discovered that X has significantly aided women's empowerment in Saudi Arabia by providing a forum for them to express their opinions and engage in public discourse. In another study, Al-Mousa (2019) discovered that X has played an important role in the spread of Western culture in Saudi Arabia. According to the study, X has provided a platform for individuals to access and consume Western media and culture, resulting in increased exposure and influence of Western culture in Saudi Arabia. According to (Farouk & Brown, 2021), X has played an important role in Saudi Arabia's modernization. According to the study, X has provided a platform for people to access and share information about new technologies, business, and economic opportunities, resulting in a greater awareness of and adoption of modern practices in Saudi Arabia. According to the literature, X has played a significant role in Saudi Arabia's cultural transformations. Individuals can now express their views and opinions on a wide range of issues, resulting in a greater diversity of voices and a more open society. Furthermore, it has made a significant contribution to women's emancipation and the spread of Western culture in Saudi Arabia.

In a paper by (Chaudhry, 2014) X has been a powerful tool for citizen mobilization since the Arab Spring uprisings of 2011, but its influence has led some governments to restrict citizens' Internet access. The monarchy of Saudi Arabia has issued a decree prohibiting the dissemination of information that violates Islamic law (sharia), endangers national security, serves foreign interests, or defames religious leaders. Saudi Arabia attempted to regulate its citizens' online activity by issuing a decree prohibiting the dissemination of news that violates Sharia (Islamic law), threatens national security, promotes foreign interests, or defames religious leaders. Certain Muslim nations attempt to regulate their citizens' access to these new ICTs by prohibiting

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

computers, requiring all computers, telephones, and fax machines to be registered with the government, and prohibiting private Internet service providers.

The King Abdel Aziz City for Science and Technology is Saudi Arabia's only Internet-accessible location, demonstrating the country's commitment to regulating online activity. This configuration enables quick access to information in cyberspace without the need for permission or friend requests. The Internet is a source of concern for governments because it facilitates a process of mass self-communication that serves as the technological foundation for the development of social actor autonomy. The authors investigate how Internet restrictions in the Kingdom of Saudi Arabia have influenced people's use of social media platforms such as X.

In another study by (Al-Jenaibi, 2016) explains that the introduction of social media in the Middle East, particularly in more conservative societies, was a game changer. Saudi Arabia's X population, for example, is growing faster than that of any other Arabian Gulf country. This research will look at the phenomenon of social media and its impact on the relatively closed societies of the Arab world, with a focus on how it has changed public discourse. The study surveyed online research publications and examined the content of four GCC journalist accounts. The use of X, according to the article's conclusions, is changing the discourse and opinions of Arabs in the kingdom because their voices can be heard without restriction. Based on her research, the author concludes that X has a significant impact on the traditionally conservative societies of Saudi Arabia, Qatar, and the UAE.

For the first time in history, the opinions of the people in the kingdom are being heard thanks to social media platforms like X. This is reflected in social and political dynamics, as social media platforms have evolved into critical platforms for free speech and public discourse. Following the Arab Spring, new media, particularly X, played an important role in raising public

USC
DE SANTIAGO
DE COMPOSTELA

awareness of the region and its discourses, resulting in an increase in public demand and expectations. The analysis of new media content and the impact of social media during and after the Arab wars should be central research topics as well.

The country's increased use of social media has resulted in a shift in the way religion is practiced and viewed, allowing for greater religious expression diversity. Nonetheless, it has aided in the rise of religious extremism and radicalization. Furthermore, government policies and regulations shape the country's relationship between religion and social media influence. More research is needed to fully understand the dynamics of this relationship and its impact on Saudi society. X has played an important role in the liberalization of Saudi culture by providing a forum for individuals to express their opinions and perspectives on a wide range of issues, resulting in a greater diversity of voices and a more open society. Furthermore, it has made a significant contribution to women's emancipation and the spread of Western culture in Saudi Arabia. Furthermore, X has proven to be an indispensable tool in Saudi Arabia's modernization process. More research is needed to fully grasp the dynamics of this relationship and its implications.

3.6 State of ontological materialism and idealism

According to ontological materialism, which holds that physical matter is the fundamental substance of reality, everything, including thoughts and ideas, can be reduced to physical properties. According to this viewpoint, the material world is the only reality, and consciousness and other non-material phenomena are just emergent properties of physical matter.

On the other hand, ontological idealism is the belief that ideas and concepts are the fundamental substance of reality and that the physical world is simply a manifestation or

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

expression of these ideas. This viewpoint holds that consciousness and mind are primary realities, while physical matter is a secondary or derivative reality.

Other philosophical perspectives, such as dualism, which holds that mind and matter are separate and distinct entities that both contribute to the formation of reality, are opposed to both ontological materialism and idealism.

These perspectives could be relevant in discussions about the nature of social media and its influence on culture and society. For example, a materialist perspective might argue that the physical infrastructure and technology of social media platforms are the primary drivers of their influence, while an idealist perspective might argue that the ideas and beliefs shared on these platforms are more significant in shaping cultural change.

3.6.1 Materialist perspective of X's influence in Europe

A materialist view of X's influence in Europe would look into how the platform has been used to sway public opinion as well as political and economic systems. This review of the literature will look at how X has been used to mobilise citizens and shape public opinion on a variety of issues.

One of the most important ways X has been used to shape public opinion in Europe is through the use of hashtags. Hashtags allow users to label their tweets with keywords, allowing other users to find them. This has facilitated citizen organization and mobilization around specific issues, such as Europe's refugee crisis. Hashtags such as #RefugeesWelcome have been used to show solidarity with refugees and raise awareness about the issue.

X has also been used to sway public opinion in Europe on political issues. The platform has been used to organize protests and demonstrations, as well as to raise the voices of

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

marginalized groups. The #MeToo movement, which started in the US and quickly spread to Europe, was used to raise awareness about sexual harassment and assault.

X has also been used to influence economic systems in Europe. The platform, for example, has been used to organize boycotts of unethical businesses. This has put additional pressure on businesses to change their practices and become more socially responsible.

X has also been used to sway public opinion on issues such as climate change, immigration, and LGBTQ+ rights, among others. According to the materialist interpretation of X's influence in Europe, the platform has been used to influence political and economic systems in ways that promote social justice and equality. X can be used to spread misinformation and hate speech, as well as to promote positive change. As a result, it is critical to conduct a thorough examination of how the platform is used and to consider the potential negative consequences of its influence.

The proliferation of online media, which allows populists to avoid the scrutiny of the press and disseminate their "raw message" to the masses with minimal interference, can be attributed to the rise of populism in large part. However, populist online discourse has rarely been systematically theorized or empirically examined. This study seeks to answer the following question: how do populist politicians use X? According to the primary study on populism and social media, populist party politicians are less likely to use X (Tromble, 2016, p. 13). It's unclear if this is part of a larger trend, or if and how populists use X.

(Jacobs & Spierings, 2019) contrasts and compares the distinguishing characteristics of populism and X. Following that, a series of regression analyses on politicians' X data are presented, including multilevel logistic regression models for candidates (2010, 2012) and MPs (2015/2016) to explain X adoption, as well as multilevel negative binomial models on tweet counts. The

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

primary conclusion is that the highly centralized party structures of populist parties make it more difficult for their politicians to adopt X. Furthermore, they use it differently than other politicians, as they are less likely to actively follow other accounts and are more likely to retweet accounts with which they have a relationship. They engage through @-mentions less frequently and more frequently through retweeting "their" followers.

X users may become trapped in an "echo chamber" if they only see and interact with content that confirms their own preconceived notions and opinions. As a result, X users may only see a limited range of perspectives, reinforcing their existing beliefs and opinions while exposing them to new ideas. For example, if a user only follows accounts that share their political beliefs, they will only see tweets and information that support those beliefs. This may prevent them from being exposed to new ideas, leading to the development of dogmatic beliefs. Similarly, a user's X feed will only show tweets and information shared by people in their inner circle. Because they are not exposed to new information or ideas, they may end up reinforcing their existing worldview. Overall, the concept of echo chambers highlights the importance of being exposed to multiple points of view and information on X, as well as the dangers of remaining within a narrow, self-perpetuating bubble. X users can avoid echo chambers by following a variety of accounts and engaging with people who hold opposing views.

This study looked at whether and how populist political party politicians use X. They are also found to be more selective in who they follow, which means that their retweets are more likely to feature accounts they have already befriended. When it comes to using social media, internal party dynamics appear to pull populists in different directions. Adopted politicians from populist parties appear to tweet more frequently than other politicians, but they use X in a different way.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

According to the research, PVV and SP legislators are more likely to use X than legislators from other parties. As a result, the findings suggest that party structure is less important in this context, but our theoretical implications for the literature and the equalization-normalization debate suggest that looking beyond party size and focusing on party ideology is beneficial. the findings indicate that populist political actors face competing pressures when using X, emphasizing the importance of considering connections and engagement beyond simple interaction.

The findings are generalizable and consistent with previous research on the use of X by populists. (Waisbord & Amado, 2017) confirm this for Latin American populist presidents, and the findings suggest that populists in the Netherlands, the United Kingdom, and the United States interact with one another less. Future research should look into whether populists behave differently in other systems, but the argument about ideology versus party structure is most relevant in list-proportional electoral systems with flexible lists (Fu & Liu, 2019).

3.6.2 Materialist perspective of X's influence in KSA

A materialist view of X's influence in Saudi Arabia would highlight the platform's tangible effects, such as changes in government policies, economic development, and power distribution. Since the 2011 Arab Spring uprisings, Saudi Arabia has used X as a tool for political mobilization and dissent. Citizens have used the platform to organize protests the government and air their grievances. As a result, the Saudi monarchy has censored internet access and issued decrees prohibiting the dissemination of news that contradicts Sharia (Islamic law), jeopardizes national security, promotes foreign interests, or defames religious leaders.

Despite these censorship attempts, X has remained a powerful tool for political dissent, with many Saudis using the platform to share news and information about human rights violations

USC DE SANTIAGO DE COMPOSTELA

and government corruption. X has had a significant impact on Saudi Arabia's economic development. The platform has been used to facilitate business-to-business connections as well as tourism and entrepreneurship promotion. X has also been used to connect employees and employers, lowering unemployment, and promoting economic growth. Furthermore, X has been used to promote Saudi investment, with many foreign investors using the platform to research the country's economic climate and identify potential business opportunities.

X has also been used to challenge traditional power structures in Saudi Arabia. Women have used the platform to advocate for gender equality, youth have used it to challenge the country's strict social codes, and minorities have used it to advocate for greater cultural tolerance. In Saudi Arabia, X has also been used to promote greater political transparency and accountability, with many citizens using the platform to demand greater government transparency and hold government officials accountable for their actions.

According to (Ltaifa, Derbali, & Rezvani, 2022) University students in Saudi Arabia are becoming more civically engaged, thanks in part to the role social networks play in this process. A questionnaire with 20 distinct phrases organized along five axes was created using descriptive methods. The findings revealed that both men and women had high levels of social networks on average across all dimensions, with no statistically significant gender differences. The importance of teaching students about communication networks is highlighted as a future research direction. They investigate the role of social networks in instilling citizenship values in Saudi youth.

To accomplish this, a descriptive method was used, and a questionnaire with 20 questions distributed across 5 axes was developed. Based on a sample of 1,000 Saudi students, the empirical findings revealed that the role of social networks was significant across all study dimensions (Kamal, Chu, & Pedram, 2019). The study's most important implications are that it emphasizes the

USC
DE SANTIAGO
DE COMPOSTELA

importance of teaching students how to navigate communication networks and of providing both official and unofficial information and perspectives on all aspects of daily life.

3.6.3 Ontological perspective of X's influence in Europe

The ontological viewpoint investigates the nature of reality and the relationship of the individual to the world. An ontological perspective on social media would investigate how X is perceived as a tool for influencing and shaping reality. Recent research has looked into the impact of social media, particularly X, on European public opinion and political discourse. According to one study, X has a significant impact on public opinion, particularly when it comes to political events and news. Tweets from elite sources, such as politicians and journalists, were found to be more likely to be shared and to have a greater influence on public opinion than tweets from non-elite sources. Another study that looked at X's role in the European Union (EU) discovered that it was important in EU decision-making. According to the study, X was used as a tool for communication, networking, and information sharing among EU officials, and it had a significant impact on the EU's policy-making process. Furthermore, studies have shown that X helps to shape European public opinion on migration and integration policies. Tweets about these topics were found to be significantly more likely to be shared and to have a greater impact on public opinion than tweets about other topics. A more recent study focused on the ontological perspective of X's influence in the context of the COVID-19 pandemic. Tweets from official sources, such as the government and public health organizations, were more likely to be shared and had a greater influence on public opinion than tweets from non-official sources.

A paper by (Abu-Salih, 2018) explains the findings that combined the concepts of Trust, Semantic Web analysis, and Machine Learning to create a framework for social business intelligence in this paper. Several market analyses, Voice of Customer (VoC), and sentiment

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

analysis tools highlight the significance of trust in the context of OSNs. Understanding the user's area of expertise is a significant challenge when analyzing OSNs. He presents a unified approach to addressing this problem using semantic analysis and the power of machine learning.

The proposed framework starts with a time-aware semantic analysis of users' historical content using five popular machine learning classifiers, then predicts likelihood values based on the first step's results. Experiments demonstrating the framework's utility in gaining a deeper understanding of X's content at both the user and tweet levels demonstrated its utility. Experiments on the X platform, one of the most popular OSNs, lay the groundwork for a better understanding of users' interests in a wide range of knowledge domains.

3.6.4 Ontological perspective of X's influence in KSA

The study of X's nature and existence as a social media platform, as well as its impact on Saudi Arabian society, is referred to as the ontological perspective of X's influence in Saudi Arabia. In Saudi Arabia, X has been widely adopted, with many users, particularly among the younger generation, using the platform for a variety of purposes, including news dissemination, political engagement, and personal expression (Al-Rasheed M. , 2013). X has also helped shape public opinion, particularly on political and social issues. X's influence on political activism has been studied in Saudi Arabia. Researchers discovered that X played an important role in facilitating political mobilization, particularly during the 2011 Arab Spring, by allowing users to organize and participate in political protests as well as share real-time information and news about political events. The platform has also played an important role in undermining the state's information monopoly and promoting a more open and diverse public sphere (Al-Malki, 2016).

Furthermore, research has been conducted in Saudi Arabia to investigate the impact of X on the relationship between the state and its citizens (Al-Rasheed & Al-Malki, 2019). Citizens can

USC DE SANTIAGO DE COMPOSTELA

now engage in public discourse and challenge state authority thanks to the platform. The state, on the other hand, has used X to monitor and control citizen behavior, resulting in a more authoritarian and oppressive regime. This raises concerns about X's potential use as a tool for democratic empowerment or authoritarian control.

The ontological perspective of X's influence in Saudi Arabia illuminates the platform's complexities and its societal impact. While X has the potential to facilitate political mobilization and the development of a more open and diverse public sphere, it has also been used to monitor and control citizen behavior (Al-Malki, 2016). More research is needed to fully comprehend the ontological implications of X's influence in Saudi Arabia and assess its potential to shape the country's political landscape.

In another paper by (Aladsani, 2018) the study investigates how Saudi female university students use X for education and what they think of the platform's potential. It also looks into how students present their academic identities on X, as well as how X affects academic discourse. This was a qualitative investigation. Semi-structured interviews with 15 KFU students and X content analysis were used to collect data. According to this study, most students use X on their own initiative rather than being forced to do so. X was also used by the participants for college and language study. According to the study, participants shared their academic disciplines, identified themselves as KFU students, and used academic hashtags.

Goffman's theories aided in the interpretation of the first research question's findings. They followed and interacted with professors and students from their university and other universities on X, reached out to specific audiences, and conversed with people of the opposite gender. The constructivist paradigm was used to investigate social phenomena without preconceived notions, and the results were unexpected. One example is the participants' strategies for learning a foreign

USC DE SANTIAGO DE COMPOSTELA

language. These findings help us understand how students use X for academic support, identity presentation, and discourse. This study demonstrates how X can be used for both formal and informal education (Merunková & Šlerka, 2019).

(Wongthontham & Abu-Salih, 2018) discussed that the 5V model defines "big data" as volume, velocity, variety, value, and veracity. As defined, Big Data contains a wealth of data from which businesses, governments, and other entities can mine and analyze to extract value in a variety of contexts. The proliferation of social networking websites has contributed to the growth of unstructured data. Businesses today seek to discover and comprehend data. It is difficult to distinguish between fact and fiction. They propose an ontology-based method for better understanding the credibility domain of data and extracting textual data semantics. Because the word "Labor" appears frequently in tweets, for example, tweets about politics may be incorrectly classified as belonging to a different domain. The goal is to perform semantic analysis on social data at the entity and domain levels. Authors chose X as a challenge over a social channel for the purposes due to the brevity, informality, and ad hoc nature of X's messages. The ontology-based method for extracting semantics from textual data was thoroughly described.

Preprocessing, inferring domain knowledge, annotating, and enriching the data, linking the data, and creating a semantic repository were the five steps outlined. The researchers investigated political hypotheses using public data from X. Even though the work has yielded some promising results, there are a number of flaws that must be addressed.

From an ontological standpoint, X's influence in Saudi Arabia highlights the platform's role in shaping worldviews and perceptions. X has helped to shape national discourse by providing a platform for previously marginalized voices and viewpoints. It has given birth to new forms of political and social activism and has become an indispensable tool for influencing public opinion.

USC
DE SANTIAGO
DE COMPOSTELA

It is important to note, however, that while X has had a transformative impact on the country, its influence is not limitless. Because the platform is vulnerable to censorship and manipulation, it is critical to critically evaluate the information shared on it and consider its potential biases. Due to X's global reach and the ease with which information can spread on the platform, censorship and manipulation are particularly easy to implement. X is a potent instrument for governments, organizations, and individuals to disseminate disinformation, manipulate public opinion, and suppress dissenting opinions. This includes the removal or blocking of tweets, accounts, and hashtags that violate X's rules. X has been blocked in some countries due to government censorship to restrict citizens' access to and sharing of information. X can be manipulated in a variety of ways, including the dissemination of false information, the amplification of certain voices, and the suppression of opposing viewpoints. This can result in the spread of false information and the intensification of polarized viewpoints (Nguyen, 2018). Overall, X's influence in Saudi Arabia demonstrates digital media's ability to shape societal perceptions, beliefs, and public discourse.

The study of (Albalawi, Nikolov, & Buckley, 2019) explains that social media use improves health education. Numerous studies, however, show that a tweet's veracity or factual basis has no bearing on its popularity. This concoction endangers people's health knowledge. The credibility of Saudi health-related tweets is investigated in this area of research. A larger study investigate these issues using the preliminary findings and methodological advances. To retrieve health-related Tweets, the X API was used, which were then manually filtered using a health lexicon. Two physicians classified 300 tweets and reached an agreement on 109. Additional metadata metrics were investigated for possible correlations with tweet credibility and reach. According to the analysis, 31.2% of health-related tweets contained false or misleading

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

information. It's no surprise that the most accurate health advice on X comes from reliable sources. The findings reveal several initially surprising variables that may be related to the veracity and spread of tweets. Early morning tweets from experts, for example, were more reliable than late night tweets from amateurs. Surprisingly, tweets with kashidas, a decorative element used in Arabic writing to justify text within lines, had a higher chance of being retweeted.

Traditional media outlets, such as newspapers, television, and radio, on the other hand, have built credibility and trust over time through rigorous fact-checking and editorial processes (Delli Carpini & Keeter, 1996). They have the resources and expertise to provide in-depth event coverage and analysis. Traditional media may struggle to match the speed and accessibility of digital platforms like X. Even though X has influenced and disrupted traditional media, it remains unclear which platform is the most reliable. X provides quick and easy access to information, but it lacks traditional media's accountability and fact-checking mechanisms. Traditional media, on the other hand, may be more trustworthy, but it cannot compete with the speed and accessibility of digital platforms. The public must critically evaluate the information from both sources and consider their potential biases. Although this is not always the case, tweets from reputable media outlets are often considered more reliable than those from random users. This is since established news outlets have a reputation to uphold and are expected to report the news accurately and objectively. Journalists and editors collaborate to ensure the accuracy and reliability of the information they publish. It is essential to remember, however, that not all established news outlets are identical. A person may be extremely concerned with objectivity and accuracy, whereas another may hold a decidedly partisan or biased viewpoint (Stefanone, Hanson, & Kushin, 2012). When evaluating the quality of information provided on X, it is essential to consider the credibility and reputation of the media organization in question.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Institutional and media sources with a X presence include media outlets, government agencies, academic institutions, and nonprofit organizations that actively disseminate information to the public. These organizations typically adhere to a protocol and have predetermined goals, such as disseminating unbiased information to the public. Having a X presence enables these organizations to communicate with more individuals in more locations. By using X and interacting similarly with their followers, these groups can reach a large audience in real time with news and updates. This facilitates the rapid dissemination of pertinent information and interaction with those interested in their work. Using X, a news organization could disseminate information about its most recent investigations, ongoing investigations, and breaking news stories (Zuckerman, 2011). A government agency could use X to disseminate information regarding public services and programs, policy updates, and disaster and emergency alerts. Having a X presence can help these organizations reach their audiences more effectively, increase their visibility, and establish themselves as credible resources. In general, information originating from a media outlet, or an institution is held to a higher standard of precision and objectivity. Institutional and media sources frequently value their credibility and strive to provide their audiences with accurate and reliable information. In contrast, information from anonymous sources is frequently regarded as less reliable because the source cannot be held accountable for the veracity of the information. Because anonymous sources may spread false information, propaganda, or misinformation, it can be difficult to determine the veracity of the information they provide.

In terms of cyber security the research by (Talib, Alomary, Alwadi, & Albusayli, 2018) Cybersecurity protects a country's citizens and assets. Cybersecurity is a major concern in Saudi Arabia due to the country's high rate of cyberattacks. The paper examines Saudi Arabia's cyber security policy studies. The paper makes use of ontology to identify and propose a formal, encoded

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

description of the cyber security strategic environment, as well as to advocate for the development of ontology to aid policy implementation. The ontology aims to understand the multilayered organization of gamers as well as their cyber security roles and responsibilities.

Their study investigates Saudi Arabia's cyber security policy, summarizes studies and improvements, and suggests next steps. The authors discuss the requirements for cyber security policy implementation and ontology research. The ontology begins by formalizing cyber security position players and their roles. Despite numerous research articles and initiatives over the last five years, few studies have focused on Saudi Arabia's cyber security policy implementation coverage.

In a study by (Alkarni, 2018) it explains that Saudi Vision 2030 has received mixed reactions on social media, which may undermine support for the program's implementation. By analyzing the volume of tweets, this study draws conclusions about how Saudis feel about the changes taking place in their society. The study discovered that norms evolved from a state of ambiguity and absence to one of increasing clarity over time as a result of public debates. The study looked at how economic and social modernization programs affected cultural norms with religious or social dogmatism as their source. The research shows that the ideals of Vision 2030 and the current Saudi elite are incompatible. The correlation between the participants' religious, social, political, and economic knowledge and the clarity and absence of social norms is noteworthy.

Most respondents believe Vision 2030 will result in material and social benefits. There is concern that if Saudi society abandons its prevalent values, it will lose its conservative religious identity. This study emphasizes the significance of encouraging acceptance of various societal norms within the same community. As a result, new forms of loyalty will be expected from both parties, particularly employees. Because religion has always been central to Saudi society, the

USC
DE SANTIAGO
DE COMPOSTELA

biggest unknown is how people's perspectives will shift. Conflicts and contradictions in social norms can be mitigated by establishing a specialized center in Saudi Arabia to manage these rapid changes. This study only laid the groundwork for future research. Researchers will use Facebook, Instagram, and Snapchat to uncover more nuanced responses to Saudi Arabia's ongoing societal transformation.

3.7 X reliability compared to media

Numerous studies (Dizikes, 2018) have been conducted to compare X's credibility to that of traditional news sources. According to these studies, while X can be a quick and convenient source of breaking news, it is frequently less trustworthy than traditional media. Traditional news sources, including social media, were found to be more reliable than alternative sources by (Carpini, X., & Keeter, 1996). In a more recent study, (Jungherr, 2016) concluded that mainstream media were more reliable than social media, including X, for providing accurate political information.

(Bakshy, 2015) discovered that X could disseminate breaking news faster than traditional news sources. However, the accuracy of this information was determined to be low, with numerous tweets containing false or misleading information. According to a similar study conducted by (Diakopoulos N. A., 2011), while X was able to break news faster than traditional news sources, the accuracy of this information was frequently called into question.

The author of (Qixuan Hou, Qu, & He, 2021) presents a strong and effective framework for event detection using social media data, as well as an investigation into the potential contributions of images to such systems. The framework includes both textual and visual information to maximize the utility of the data. It has been demonstrated that this method is more

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

precise than the text-only method by eliminating 58 (66.7%) false-positive events. The accuracy of event detection has increased by 6.5%. Using X data, they demonstrate the ability to detect landslide-related natural disasters. Tweets are organized into potential events using a sliding time window and Detector, a dynamic event management system. A complete verification system is made up of three parts: a data processor, a detector, and a verifier. The method starts by labeling images of identical tweets with text, then clustering the images for content analysis and fine-tuning a pre-trained CNN for image classification.

The study of (Salvatore, Biffignandi, & Bianchi, 2021) assesses the dependability of X data as a source of social indicator data. According to the study, while X data has the potential to provide new insights into social phenomena, its limitations must be considered when using it for social indicator analysis. The study demonstrates that variables such as sample representativeness, the presence of false or misleading information, and the influence of automated accounts (bots) on the data all have an impact on the quality of X data. The study also discovered that the quality of X data varies greatly depending on the social indicator being studied as well as the data collection and analysis methods used. The authors conclude that, while X data can provide valuable insights into social indicators, it must be approached critically and with limitations in mind. They recommend the development of new methods and tools to improve data quality and dependability to fully exploit the potential of X data as a source of social indicators. Finally, the study "Social Media and X Data Quality for New Social Indicators" highlights the potential and limitations of X data as a source of social indicators, emphasizing the importance of approaching it critically and considering its limitations to fully exploit its potential. A mixed-methods approach that incorporates both qualitative and quantitative evaluations is deemed significant in the conclusion.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In calculation online debates research by (Vilella, Semeraro, & Ruffo, 2022) using a simple and straightforward method, they quantify the amount of time social media users spend on low-credibility online news media outlets. They find evidence that X users do not consume information in a uniform manner. Users with a greater U are more likely to follow and retweet bot-like accounts, resulting in more skewed data on the network. The amount of time social media users spends interacting with dubious news stories is an indicator of the credibility of media content. There appears to be a correlation between a greater U and a greater propensity to share media from accounts with bot-like automation. A detailed reconstruction of the actual retweet cascades may facilitate a more precise understanding of the role of bots in the propagation of disinformation.

X has been found to break news faster than traditional media sources, provide real-time updates, and offer alternative perspectives on events. It has also been shown to play a significant role in shaping public opinion and influencing the coverage of events in traditional media. However, studies have highlighted the limitations of X data quality, such as the representativeness of the sample and presence of false or misleading information.

3.8 X Algorithm Changes – A Timeline of Key Updates

Everything changed in 2016 when X became available to the public. This initial version of the algorithm underwent numerous revisions before arriving at its current form. A paper by (Adwan, et al., 2020) authors conduct a comprehensive literature review on the use of soft computing techniques for X sentiment analysis. The authors conduct a thorough review and critical analysis of current techniques in the field, ranging from machine learning algorithms to natural language processing techniques. This review differs from others in two ways: first, we take a more methodical approach to identifying, gathering empirical evidence, and interpreting results; and second, we concentrate on the application and effectiveness of soft computing techniques to X.

USC
DE SANTIAGO
DE COMPOSTELA

When you click "Latest Tweets," you'll see a live, reverse-chronological feed of Tweets from the accounts you follow.

This is the best view if you don't follow many people (or if you follow a lot of people and are hopelessly addicted to X), because Tweets from people you follow will be displayed even if they don't get a lot of attention. For obvious reasons, switching to an algorithm-based Tweet timeline makes sense. Posts from accounts other than one's direct connections have the potential to increase one's time spent on the platform and, as a result, the platform's stickiness, thereby increasing the value of the service to advertisers and data partners. A purely personal, chronological timeline consisting only of the accounts one has followed is highly siloed and thus constrained. Companies routinely file patents for innovations that they do not intend to implement. During my time at Verizon, I drafted patent applications for a variety of innovations developed by my team and me, some of which were eventually abandoned. The existence of X's patents may shed light on the company's intended functionality, but it is not conclusive. The goal of patent applicants is to provide as much information about the essential features of the invention as possible.

X has most likely modified and refined the simple, broad inventions described in cases where they have used an embodiment from one of their patents and will continue to do so in the future. X's timeline algorithm is now a frequently, if not continuously, self-evolving beast, thanks to the incorporation of Deep Learning into its DNA. Unfortunately, the abstract nature of the ranking models generated by this machine learning technique can lead to situations in which even X's human engineers are unsure of why certain posts are prioritized over others. In your timeline, you can now see relevant Tweets based on your personal social graph, or "connection graph," as X refers to it in its patents. In the connection graph, each account is represented by a node, and

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

each account relationship is represented by a line (or "edge") connecting two or more nodes. Relationships are formed by following, subscribing (via X's Super Follows program or, potentially, X's announced subscription feature for keyword queries), liking, tagging, and so on.

According to a X patent, each Tweet can be assigned a score that indicates the likelihood that the message will be responded to by the Author's followers. A Tweet can be classified into several categories based on the context and amount of information conveyed. The more engaged you are with a Tweet's author, the more likely you are to see future Tweets from that author and rank higher for those Tweets. The quantity and quality of interactions with other readers determine a writer's credibility. Patent applications describing methods for categorizing Tweets based on the author's characteristics have been received by the US Patent and Trademark Office. Authors who Tweet frequently about a given topic and have a high engagement rate with their Tweets may be given more weight in searches for that topic. On X, you can build your own ranking models to determine the importance of prioritizing specific topics or keywords in the context of a Tweet's overall relevance. For example, posts with text like "hiring now" or "will be on TV" may be deemed uninteresting for a specific topic, whereas posts with phrases like "fresh," "on sale," or "today only" may be given more weight. The X history updates are given below:

1. 2006 -X's First Release
2. 2014 -The Launch of Recommended Topics
3. 2015 -While You Were Away
4. 2016 -The Relevance Model and More
5. 2018 – Top Tweets and Latest Tweets
6. 2019 – The Introduction to X Lists
7. 2020 – Fleets and More

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

8. 2021 and Beyond

3.8.1 Xs Timeline analysis

According to (R, Pujari, Bhat, & Dixit, 2018) Tweets are messages that people post on X, which is one of the most popular social networking sites. It was reported in 2017 that there were nearly 330 million regular users. Each user's data is unique to them and the contexts in which they have encountered it. This article investigates several hidden characteristics of X users' tweets. The goal of this study is to gain a better understanding of X user behavior. X is arguably the most popular microblogging service available today. In 2017, there were approximately 330 million monthly active users reported. As more people gain access to the Internet, social media platforms such as Facebook and X emerge as valuable information resources.

Sentiment analysis is now used in a wide range of fields, including machine learning, business intelligence, customer service, and brand reputation management, thanks to its growing popularity. Sentiment analyses have even influenced political campaign tactics and decisions based on social media feedback. It is possible to learn how different user communities feel about a problem by using sentiment analysis. Many fields, including but not limited to the following, have used sentiment analysis to draw conclusions:

1. Examining the viewpoints of various online communities on various environmental issues.
2. An investigation into the emotional dynamics of Facebook conspiracy theory discussions
3. The impact of sentiment analysis on stock market prices
4. Arranging emojis according to the emotion expressed in a tweet
5. Tracking the attitudes of various political parties before and after elections

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The ranking factors of X have different standards. In a study by (UllahKhan, Nasir, Nasim, Shabbir, & Mahmood, 2021) Sales and marketing departments are analyzing and forecasting social media trends. This paper aims to advance the field of X trend analysis by recommending a technique for detecting trends in real time via X feed monitoring. In real time, the proposed method ranks the most popular terms and hashtags and can identify the most popular X trending topics. This study's in-depth data analysis is beneficial to all participants in today's competitive market. They examine people's habits and opinions on various topics to better understand societal shifts. Users interact primarily through texts, links, informative content, and images on social media networks, blogs, and microblogs (such as X). The amount of content that is widely shared can indicate a community's interest and awareness of emerging trends, news, and information.

Account Bot determines that the X account that sent the Tweet was most likely run by software rather than a human. According to a patent, the relevance scores of spammers and fake accounts can be reduced by using a blacklist filter. The fingerprint of a user's browser or mobile device can now be used to identify spammers and other malicious actors. Although scheduling and posting applications can be useful, newer accounts should prioritize human usage to establish credibility first. If you have multiple X accounts and use one of them for abusive tweeting, the rankings of your professional profile may suffer. Spam, harassment, false or misleading information, threats, repeated copyright infringement, and the posting of malware links are all examples of problematic Tweets.

The absence of human usage patterns indicates that a user's device is being used solely for X spamming. X will occasionally prevent a user from replying to or publishing a Tweet until they have successfully completed a CAPTCHA test. To increase their visibility, spam accounts frequently follow many popular and/or Verified accounts at the same time. X has analyzed many

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

fake profiles and created fingerprint-like patterns to identify accounts that are most likely spam/bots. Because they do not promote themselves in a way that benefits the community, most spam accounts are new and have few followers.

A small number of followers is just one of several indicators used to spot spammers. Sharing the same or similar content across multiple accounts, particularly when done in quick succession. Incorrect or fictitious Profile Locations - For example, if a user's profile says they live in "Poughkeepsie, NY," but their IP address is from China, this could be a scammer or spammer account. X users should be aware of the following red flags: Profile images, duplicated profile images, and display names made up of random letters and numbers are all defaults. SparkToro agrees that spam accounts frequently have a profile with a broken link. It is more suspicious to keep the profile's default image than to not configure a custom masthead cover image.

3.8.2 X Algorithm

The X algorithm is built on a recommendation system that recommends content to users based on their interests and engagement history. Because it prioritizes content that is consistent with a user's existing beliefs and biases, the algorithm has been criticized for fostering echo chambers. According to research, the algorithm can also amplify false information because it favors popular and engaging content, regardless of whether it is accurate. To address these issues, efforts have been made to improve the algorithm, such as by incorporating fact-checking and bias mitigation techniques. However, the effectiveness of these efforts is still being researched, as the algorithm is constantly evolving and its impact on society is not fully understood.

X’s algorithm, also known as the X timeline, determines the order in which tweets are shown to users. To determine which tweets are most likely to be of interest to the user, the algorithm ranks them based on a variety of factors such as relevance, recency, and engagement.

USC
DE SANTIAGO
DE COMPOSTELA

Numerous researchers have investigated X's algorithm and its effects on users, such as how it affects information dissemination, the formation of echo chambers, and the amplification of certain voices over others. For example, (Bessi A. &., 2016) discovered that X's algorithm contributed to the spread of false information during political elections, whereas (Diakopoulos N. , 2015) discovered that the algorithm was biased towards popular users, resulting in the amplification of certain voices over others.

X's algorithm has been modified in recent years to address these and other issues. For example, the company has implemented measures to reduce the spread of false information, such as labeling misinformation in tweets. Furthermore, X's ranking algorithms have been modified to increase the diversity of voices and perspectives represented in the timeline. According to the literature, X's algorithm has a significant impact on the information and perspectives that users are exposed to. More research is needed to fully understand the algorithm's effects and to identify ways to improve its performance.

X has 463 million monthly active users, making it one of the world's largest social media platforms. Overall, the platform is popular, with PlayStation having 16.9 million users, Xbox having 13.5 million users, and Starbucks having 11.4 million users. Make use of X's real-time algorithm, which determines which posts users see based on their actions and preferences. Every day, X users send an estimated 500 million tweets. To keep users interested in the service, the platform needed to provide them with relevant and engaging timeline feeds.

The algorithm on X determines what you see based on the accounts you follow and the tweets you like. Users can disable X's interest predictions by flipping a switch in the app's settings. Because of the presence of visual media, the X algorithm prioritizes displaying to users the most recent and relevant tweets that have captured the attention of thousands of other users and are

USC
DE SANTIAGO
DE COMPOSTELA

likely to do so again. When creating tweets for your company's account, keep these factors in mind. I've compiled my top recommendations to help you optimize your X content strategy.

As the audience grows, they will learn when to expect new posts from you. Following a strict three-post-per-day schedule increases the likelihood of being seen by X users throughout the day. A retweet is a way for a X user to share another user's content with their own audience. Tweets were arranged in reverse chronological order when X first launched in 2006. If you were not actively using X in 2015, you may have missed some important conversations due to the "While You Were Away" section. X Timelines, which were introduced in 2019 but later renamed X lists, were created by the company. Because X's algorithms are constantly evolving, it is impossible to predict the service's future performance with certainty. The home feed shows tweets from accounts the user follows as well as content that X thinks the user will like.

The timeline is divided into three sections: the most recent, significant, and frequently discussed tweets, as well as a "just in case you missed it" section. A popular tweet's anatomy is complex and varies from user to user and brand to brand. Tweets that are effective strike a balance of engagement, relevance, depth, and timeliness. If you have recently tweeted, your message will be at the top of the feed.

Politics are discussed on X by the public. In 2016, X began displaying tweets in this feed via a machine learning algorithm and a personalized relevance model. Data shows that different political groups use X in different ways to achieve their political goals. Nonetheless, the existence of a ranking advantage based on predetermined political contours is debatable. When X first used machine learning to personalize the home timeline in 2016, 1% of all X users were excluded from the control group.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study introduces a measure of algorithmic amplification to quantify the extent to which algorithmic customization benefits various political groups. The controlled experiment described in Experimental Setup has been running since X's inception in June 2016. The experiment included 58 million X user IDs (58,087,969, or 5% of all accounts worldwide) as of 5 June 2020, with 20% (11,617,373) assigned to control and 80% (46,470,593) assigned to treatment. Following an analysis of the potential effects on personal data privacy, it was determined that additional methods of providing notice and obtaining consent were unnecessary (Huszár, et al., 2021).

Another study by (Bandy & Diakopoulos, Curating Quality? How Twitter's Timeline Algorithm Treats Different Types of News, 2021) discuss the X's algorithm. The research examines how X's algorithm affects user interactions with third-party content. The rate at which agents were presented with external links was roughly halved when algorithmic timelines were used instead of chronological timelines. The proportion of external link exposures that include "junk news" websites has risen slightly. Even though our descriptive evidence does not completely exonerate X's algorithms, it does characterize the algorithm as having only a minor, supplementary effect on media coverage. Most adults in the United States believe social media platforms wield too much power over the news they see, resulting in a "worse mix of news for users." Recent events, such as the 2016 US presidential election and the COVID-19 pandemic, are stark examples of social media's and its underlying algorithms' influence on the masses.

They investigate how X's news distribution algorithms affect the veracity of news stories. The curation algorithm on X drastically reduces the amount of time users spend on third-party websites. When the algorithmic and chronological timelines were compared, the average percentage of tweets containing external links in the algorithmic timeline was 50% and 23% in the chronological timeline.

USC
UNIVERSIDADE
DE SANTIAGO
DE COMPOSTELA

Authors discovered that the algorithm reduced the weight given to some high-traffic professional news outlets while increasing the weight given to junk news outlets by dissecting each news outlet individually. Finally, the authors discuss the evidence presented for the algorithm's "helpful role" in a complex media ecosystem. Because of X's algorithm, media exposure varies with relatively subtle effects across categories of sources, individual sources, and types of news from the same source. According to the findings, algorithms appear to be a minor factor in the dissemination of news and the emergence of related phenomena such as extremism, disinformation, and polarization. As they recognize the need for additional research, researchers and regulators should continue to examine algorithms within the context of broader sociotechnical systems. The overall exposure rate to junk news on X increased slightly from 6.9% to 9.9% because of X's timeline algorithm.

The latter authors also discussed X timelines and change in algorithm in another paper. Authors present a sock-puppet audit to assess the impact of algorithmic curation on the source and topic diversity of X timelines. Even though the number of external links in the timeline is drastically reduced, the results show that curation increases the source diversity of both X accounts and external domains.

The findings show that the algorithmic timeline increases the number of accounts displayed to the user while decreasing the prominence of popular profiles. Partisan echo chambers were also exacerbated in our data in terms of accounts and domains, implying that this was another effect of the algorithm. In the study a network-based strategy is used to find "archetype puppets," or prototypical sock puppets.

Due to the emphasis on visibility, they chose archetype puppets based on an operationalization that included co-following behavior and degree centrality. Future endeavors

USC DE SANTIAGO DE COMPOSTELA

may benefit from replacement selection strategies. Selecting "typical" accounts based on friend or activity patterns may not necessitate a network analysis in some cases. It is possible that social media curation algorithms will use curation values that differ from those commonly used in the news industry. The results suggest that algorithmic curation may have a slight echo chamber effect rather than a mainstreaming effect in terms of the frequency with which individuals are exposed to partisan sources. Researchers may experiment with different techniques in the future to determine the partisanship of a X account.

3.9 X technical insight and agenda

According to a review of the literature on X's technical insight and agenda, the platform is constantly evolving and updating its technical infrastructure in order to improve the user experience and add new features. According to reports, X is investing heavily in technology to enhance its capabilities, such as the development of machine learning algorithms to improve its recommendation and content discovery systems (Mittal, Bhatia, & Aggarwal, 2016). Furthermore, the platform's user interface and mobile applications have been updated significantly, improving accessibility and user experience (O'Connor, 2010).

X's technical agenda includes a commitment to ensuring the privacy and security of user data. The platform has taken steps to prevent the spread of false or misleading information by utilizing third-party fact-checkers and removing automated accounts (bots) from its platform (Gelman & Hill, 2006).

X's dedication to providing a safe and dependable platform, as well as its investment in technology, are critical to the company's continued growth and success in the rapidly changing digital landscape. X Analytics allows you to track and view key metrics like follower gain/loss,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

impressions, engagement rate, retweets, and more. Since 2014, all X users, including personal and business accounts, have had access to the tool. Using X Analytics for business allows you to make data-driven decisions about your social media strategy. You can optimize your X campaigns for better results and more followers by using data instead of guessing whether or not your strategy will work.

In a paper by (Aydin, Emül, & Sağlam, 2017) The study "Turkey in World Perspective: Following the Agenda of Turkey with X Data" by Kübra Aydin, Fatma Emül, and Rahime Belen Salam uses X data to analyze Turkey's global agenda. The study examined X data from a variety of countries over time to determine what foreigners are saying about Turkey and why they are saying it. According to the research, the Syrian refugee crisis and Turkish politics are two of the most discussed topics about Turkey on the social media platform X. It also revealed that opinions on these issues varied depending on the tweeter's location, with some countries having more negative views of Turkey and others having more positive views.

According to the authors, X data can shed light on the agenda and perspectives of global events in any country. The study shows that it is critical to consider the source of the data when analyzing X data for this purpose, as it can influence the perspective of events. Finally, "Turkey in World Perspective: Following Turkey's Agenda with X Data" shows how X data can be used to shed light on a country's global perspective, but it also emphasizes the importance of considering the source of the data when analyzing X data for this purpose.

In another paper by (Malik, Heyman-Schrum, & Johri, 2019) explains that users can send "real-time messaging" containing their thoughts and opinions using X’s microblogging feature (using tweets, each of which is limited to 140 characters). According to a recent Pew Research Center study, X is the fifth most popular social media platform in the United States. Many fields,

USC
DE SANTIAGO
DE COMPOSTELA

from travel and sports to government and medicine, have conducted research on various aspects of X usage. The platform is used by people from a variety of academic disciplines to share information and collaborate with one another and the general public. Recent studies have shown that X is useful, effective, and widely accepted in the classroom. Despite the fact that numerous positive outcomes have been reported, few studies have examined the potential drawbacks of using X in the classroom.

The robust support for professional networking and following on X has improved teaching, learning, and collaboration outside of the classroom and in other academic settings. Because of its real-time nature and cutting-edge capabilities, the platform facilitates user interaction. It enables them to connect with others in their field and learn from their experiences and insights.

The technical insight and agenda of X is based on the operation of X searched in different countries, which entails that user searches are gathered and data pertaining to the search is collected and presented according to the search. In addition, the algorithm uses the pattern of the user's searches to define the person's characteristics and present data accordingly. Therefore, working to explain the X algorithm will be the most effective means of altering people's perceptions of Saudi Arabia.

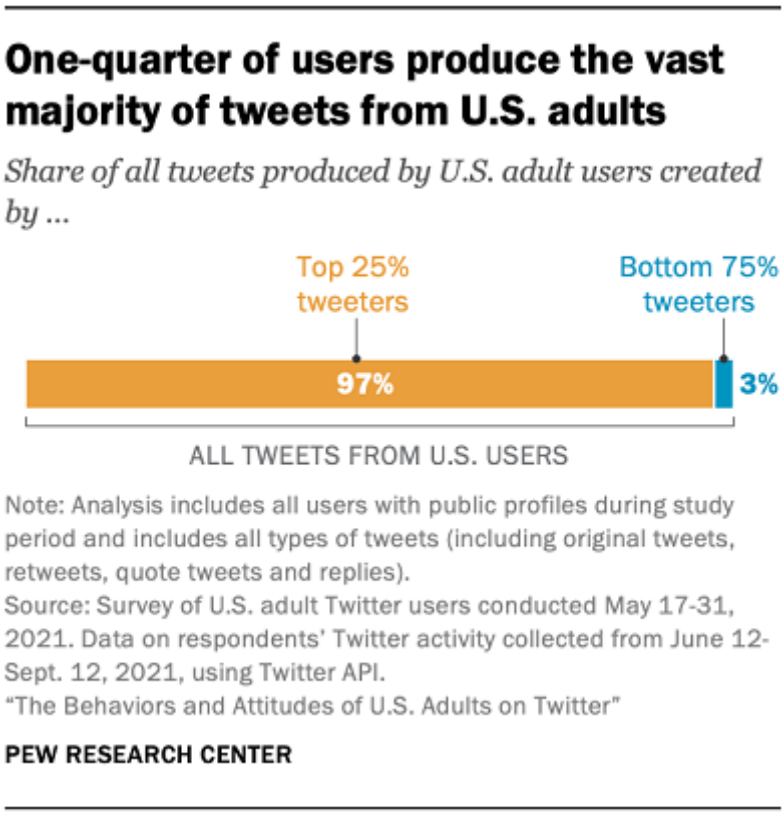
3.9.1 X influential statistics

A recent Pew Research study found that only one-fourth of all X users in the United States are responsible for 97% of all tweets (Hutchinson, 2021). This chart shows that only a small percentage of X users are regularly engaging and posting updates, indicating that influencing the right users to share your brand's messages can have a significant impact. Even though the top 25% of users were responsible for the vast majority of tweets during the study period, only 14% of their posts were deemed original. In comparison, nearly 80% of these users' tweets are direct retweets

USC
DE SANTIAGO
DE COMPOSTELA

(49%) or replies to other users' tweets (33%). Even for less prolific tweeters, replies and retweets account for a sizable portion of total tweets.

Figure 1: X stats



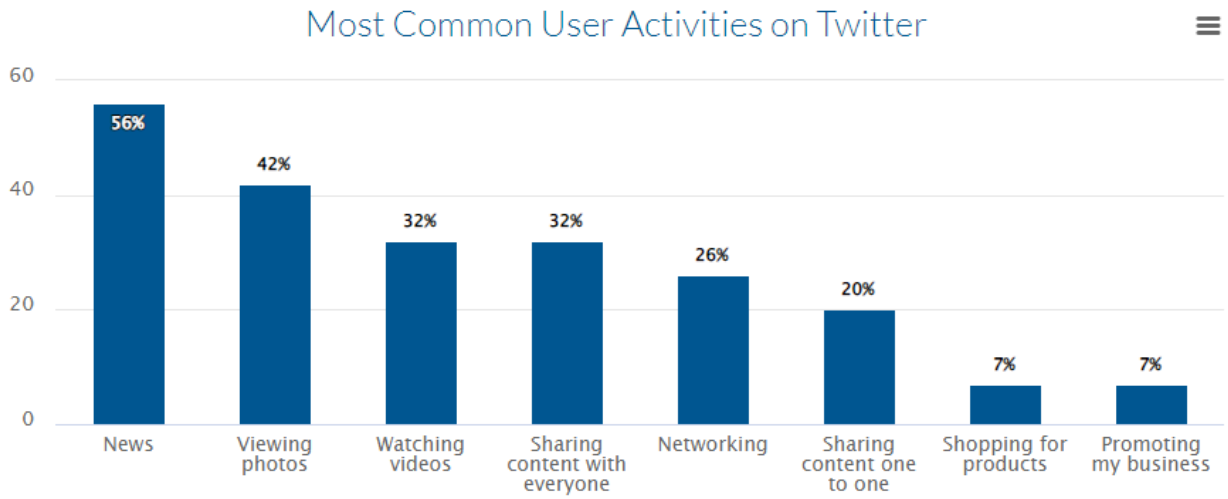
Source: Social Media Today

According to (Jay, 2022) Users, businesses, media outlets, and even world leaders have come to rely heavily on X. How important do you think X will be in a few years for businesses and the public? We'll look at X's popularity and user base, as well as the average number of tweets sent per user per day and how businesses use the platform. According to market research, X's value in March 2021 will be $46.8 billion. Despite a decrease in monthly active users, X appears to be doing well. In the third quarter of 2020, X's annual net income decreased by 21.53% year on

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

year to $28.66 million. As of the third quarter of 2020, X had 330 million monthly active users and 187 million monetizable daily active users.

Figure 2: Most common user active on X.



Source: Finance Online 2020

As of early 2024, X continues to be a significant player in the social media landscape, with approximately 429 million users worldwide, including over 106 million users in the United States. The platform has seen a notable gender disparity, with 60.9% of its users being male, while the largest age group of users falls between 25 to 34 years old (36.6%). Despite its influence, reports indicate that X has experienced a decline in monthly active users, dropping from 368.4 million in 2023 to around 335.7 million in 2024, a 5% decrease.

In terms of engagement, total active user seconds per day have increased by 10% year-over-year, reflecting strong user interaction with the platform. Additionally, video content has gained significant traction, with video views increasing substantially in recent months. This shift

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

underscores the growing emphasis on multimedia content within the platform's ecosystem, aligning with X's broader strategy of evolving beyond text-based communication.

Despite ranking as one of the top social media platforms, X has faced stiff competition. In previous years, it was ranked the third most popular social media platform in the U.S., behind Facebook (60.52%) and Pinterest (21.04%). However, the recent drop in active users suggests challenges in maintaining its position, especially as new platforms emerge and user preferences evolve. Nevertheless, X remains one of the most visited websites globally, attracting billions of monthly visitors and serving as a crucial hub for news, discussions, and digital diplomacy.

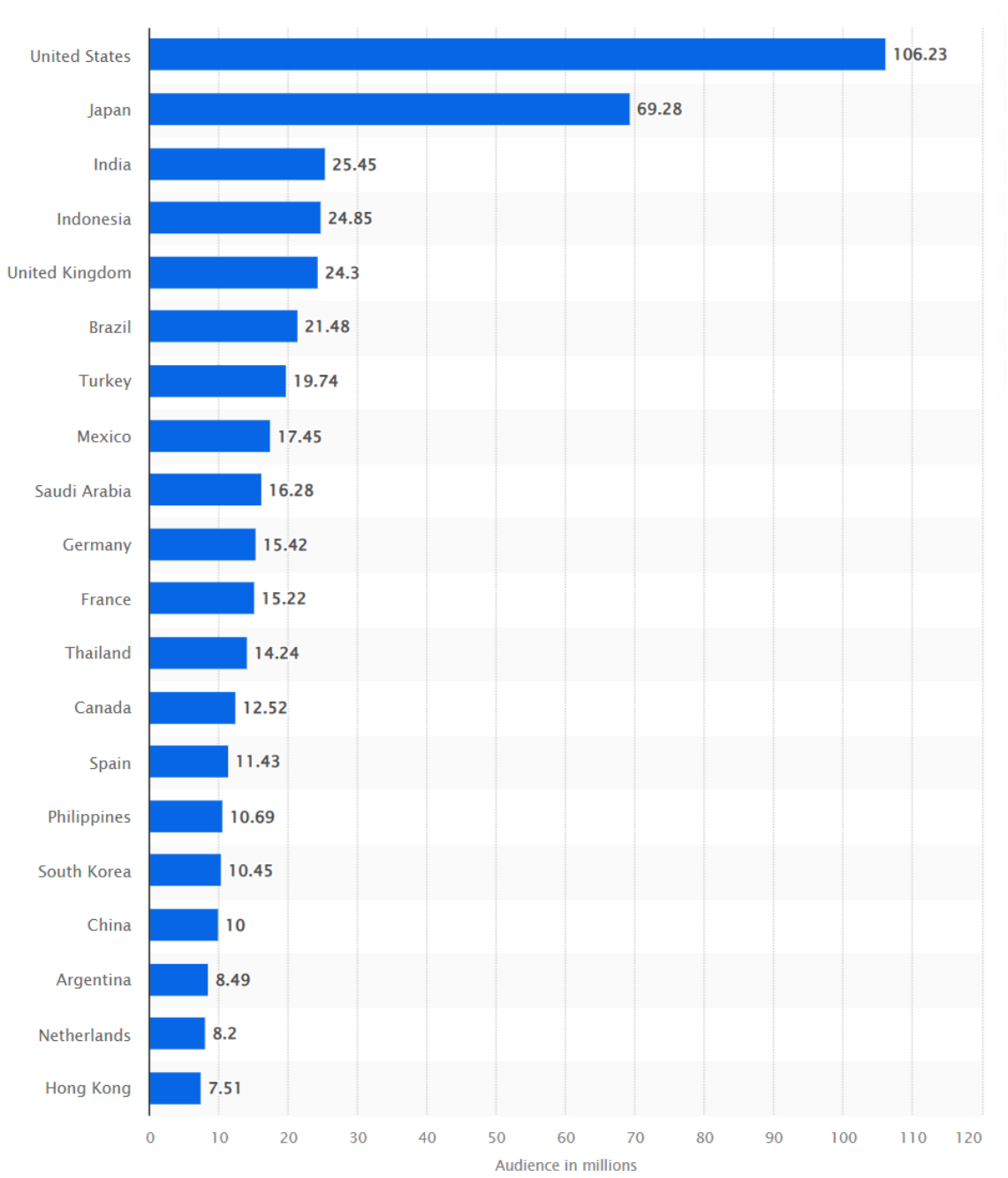
The platform's 280-character limit continues to play a crucial role in its popularity, allowing users to consume and share information quickly. For many, especially those who browse social media during short breaks or commutes, this format remains an efficient way to stay informed without having to read lengthy articles. As X continues to redefine itself under Elon Musk's leadership, the focus appears to be shifting toward a more video-driven and engagement-oriented digital space, emphasizing content versatility to sustain user interest and compete with evolving market trends.

Nearly half of all American adults who use X earn $75,000 or more per year, and 42% have a bachelor's degree or higher. According to Pew Research Center data (2019). X is the fourth most visited website in the world, with 6.1 billion monthly visitors. X was ranked third most popular social media platform by an October 2020 survey of American internet users. It ranks third in terms of popularity, trailing only Facebook (60.52%) and Pinterest (21.04%). The daily volume of tweets currently exceeds 500 million. X's 280-character limit saves users from having to read lengthy

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

articles to stay informed. Those who can only read the news during their lunch break or commute will appreciate this. Your message will be more effectively communicated if your content is concise.

Figure 3: 2020 X User Demographics



Source: https://www.statista.com/statistics/242606/number-of-active-X-users-in-selected-countries/

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

X is widely regarded as the most effective platform for brand public relations. 93% of those who follow SMBs on X are likely to make a future purchase, and 68% are already paying customers. Use it in client conversations to strengthen your brand and your relationships with them. Businesses can use X to gauge consumer sentiment regarding their products, services, and industry developments without spending a lot of money on surveys and focus groups. Because there is so much information available through retweets and other forms of secondhand knowledge, obtaining truly original data for analysis when using X for data mining can be difficult.

TweetDeck is a dashboard that allows you to easily manage your X feed. Sprout Social handles all your interactions with your followers. Agorapulse is a social media monitoring and moderation service that records everything your followers say and do on social media. Salesforce Social Studio allows you to manage all your social media channels from a single dashboard. According to X data, consumers are 31% more likely to recall information seen on X than other forms of online browsing. During the COVID-19 pandemic, 51% of X users say they were able to regain normalcy by viewing a X advertisement. Social media, like other forms of media, facilitates interpersonal communication.

As a result, many businesses are turning to social media to address customer complaints. Today, there are numerous customer service programs that also serve as social media management tools. This means that you can respond to social media mentions in addition to phone calls and emails. X is one of the most popular social media sites, with millions of people using it every day. As a result, it is ideal for advertising, marketing, and customer service campaigns. There are ways to make the most of your time on X and other social media websites (Smith C. S., 2022).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

3.10 Role of European Government in content creation of X

Between January 2019 and June 2020, 31,004 tweets from EU heads of state or government were examined. It demonstrates that EU leaders use X as a communication tool at a rate comparable to the average of other international political leaders (Drachenberg & Phillips, The Twitter activity of members of the European Council, 2021). Many X users' global audiences are concentrated in Europe. However, there is a significant difference in the proportion of EU-related tweets and the number of tweets sent by the most prolific tweeters.

Examining the tweets of EU leaders is a novel way to learn about the content and tone of their bilateral meetings. EU leaders' tweet about other EU leaders rather than the President of the European Council. Tweets about the EU receive less engagement (retweets and likes) from the target audience than tweets about domestic issues, according to the findings. The 34 EU leaders under consideration posted 31,004 tweets, or about 50 tweets per EU Head of State or Government per month (Drachenberg & Phillips, 2021).

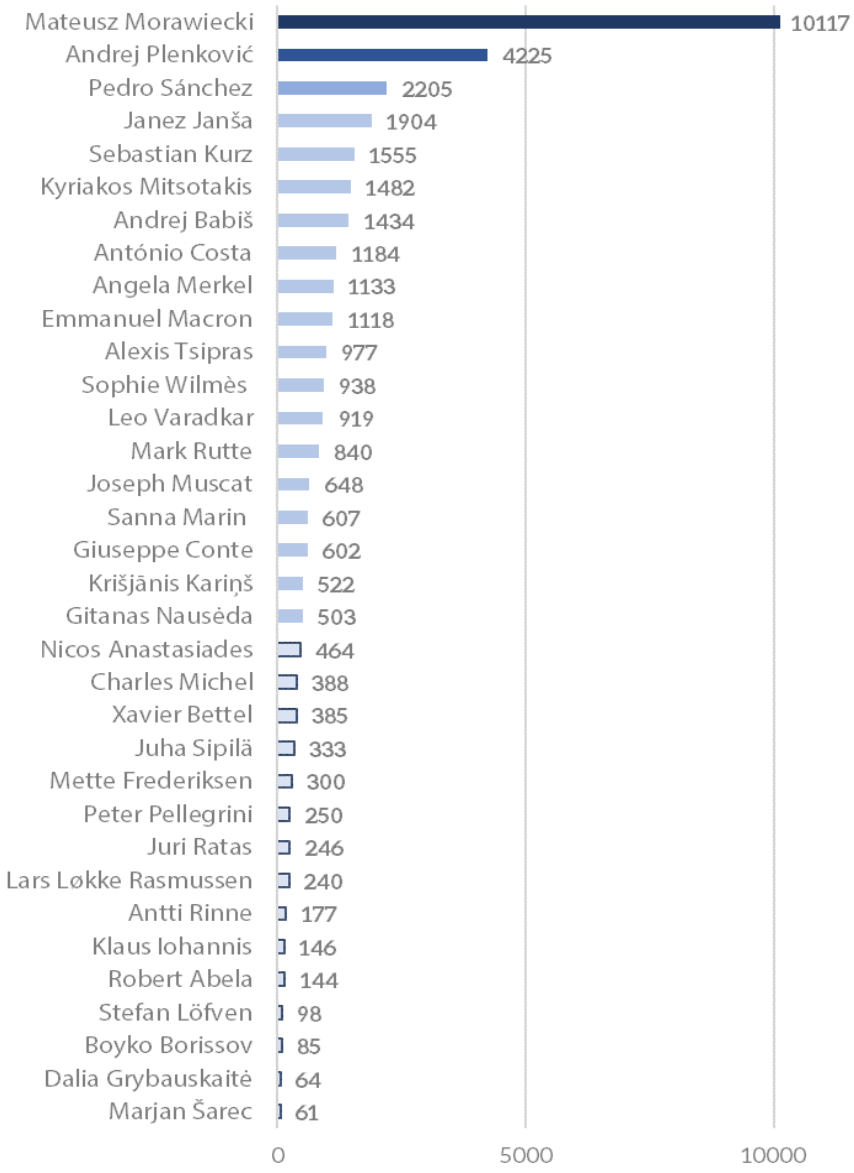
Mateusz Morawiecki has the highest monthly average of tweets among world leaders with an average of 562 tweets a month, according to Figure 5. With an average of 762 tweets per month, Donald Trump is the most prolific political leader on X. Croatian Prime Minister Andrej Plenkovi ranks nineteenth on the list of the world's most active leaders on X, with only one of the European Union's 34 leaders (Jez Jana) making the top ten. EU leaders have used tweets less extensively than other international political leaders, but X is gradually becoming a part of their communication strategies.

During the time when Romania held the rotating Council presidency, roughly 40% of Peter Pellegrini's and Klaus Iohannis' tweets were about European issues. In addition to tweets about the

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

European Union, 5%-10% of the output of 13 world leaders is devoted to non-US issues. Mateusz Morawiecki (3.6% of the population) and Pedro Sánchez (9.2% of the population) are both vocal on X about European Union issues. Sanna Marin and Janez Jana both briefly served on the European Council.

Figure 4: Total tweets per EU leader January 2019 to June 2020



Source E Think Tank: https://epthinktank.eu/2021/01/08/the-X-activity-of-members-of-the-european-council/fig_1/

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The average frequency with which a topic was mentioned in EU leaders' tweets reveals the level of attention they pay to it. The most tweets (16) were in the category "interaction with EU leaders," accounting for 10.6% of the total. Figure 5 shows that the majority of EU leaders' tweets have focused on the same few topics. The average number of tweets by EU leaders exceeds the total number of tweets about a given topic. Based on common interests, there are ten distinct groups of tweets. Tweets in the 'Policy' cluster typically discuss historical events in Europe, such as Europe Day and the anniversary of the EU's expansion. Between January 2019 and June 2020, 31,004 tweets from EU leaders were analyzed. It divided the 3,722 tweets about the EU into 45 categories.

Mateusz Morawiecki and Pedro Sánchez are two world leaders who frequently use X, but they rarely use it to discuss European issues. The cluster of topics labelled "policy" generated the most interest and tweets. When it comes to specific EU issues, "interaction between EU leaders" was the most tweeted about. The analysis reveals a disparity between the reported number of meetings and the amount of X communication about those meetings. EU leaders rarely report on more than a handful of European Council decisions, and when they do, it is usually on issues that are especially important to their home countries. No EU leader, to my knowledge, has provided a link to the full conclusions of a European Council meeting so that interested citizens can read them for themselves. Significant events, such as the coronavirus pandemic or the convening of a European Council meeting, are usually accompanied by an increase in X activity about specific EU issues.

The European Union's leaders could have used X more effectively to communicate their country's priorities and points of view to other EU members and citizens. The conclusions reached by EU leaders in their X messages, particularly after a European Council meeting, are not

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

adequately introduced to their audience. If this had not happened, the public would have had a better chance of learning about the fundamental goals of EU action and the significance of EU leaders' decisions. Taking a step back, it would be fascinating to see how EU leaders use X during other critical EU and European Council moments. While the hashtag #EUCO has become standard, EU leaders could also use #EUGreenDeal and #NextGeneration. This may increase the number of retweets and likes on their tweets.

According to recent trends by (Mchangama, 2022) The Digital Services Act (DSA), an ambitious legislative attempt to establish a "global gold standard" for platform regulation, is currently being finalised by the European Union. While the European Union's Charter of Fundamental Rights and the European Convention on Human Rights both guarantee citizens' right to free expression, they give governments far more leeway in regulating speech than the First Amendment. The Digital Social Media Act (DSA), which goes into effect on January 1st, is intended to protect individuals from online threats while preserving their right to free expression.

However, because social media platforms will be financially motivated to remove a significant amount of lawful content, this will likely result in less space for free speech online. Certain provisions of the DSA jeopardize the European Union's right to free expression on the Internet. The most popular social media platforms are not the "Wild West," as many prominent European politicians, including Emmanuel Macron, appear to believe. According to one study, the use of hateful language on X increased as a result of Donald Trump's divisive 2016 presidential campaign. Governments place undue pressure on tech platforms by mandating removals in a matter of days, when such decisions should be made by trained judicial experts over months or years.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The United Nations Human Rights Committee expressed concern about NetzDg's compliance with international human rights law's free expression requirements. There is no "perfect middle ground" for regulating speech on social media platforms; only an imperfect set of policies that will invariably involve dilemmas and trade-offs. IHRL, on the other hand, does not address problematic content such as spam or pornographic material. There are models that would better protect users' free speech rights and provide them with more autonomy than increasing platform dominance. Human rights standards could serve as a model for promoting best practises in social media moderation. Various forms of distributed content moderation may help alleviate these concerns by giving users more control over what they hear. Individuals would be able to use third-party filters, such as those developed by women's rights organizations. This type of "bring-your-own-filters" approach could benefit anti-LGBT content, anti-Semitism, Islamophobia, and other issues.

3.10.1 The European regulation regarding X

A study by (Ruiz-Soler, Curini, & Ceron, 2019) discusses how social media can help form a European public. We chose two European-focused X hashtags (#schengen and #ttip) to conduct several experiments with a representative sample of Europeans. Integrated sentiment analysis (iSA) was chosen for the data analysis because it is currently the most comprehensive sentiment analysis algorithm. X users adhere to the democracy and "European lite identity" models more than the pan-European demos model. Institutions in Europe must gain more experience communicating with grassroots audiences. According to our findings, using X across multiple digital platforms can help people feel more connected to Europe. New data sources and methods, particularly computational methods, must be adopted by social science. Future research could benefit from data comparisons in these languages between European and non-European locations.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

This study would contribute significantly to the ongoing debate about the rise of transnational EPS by revealing shared concerns among multilingual issue publics.

The company's plan to comply with an impending EU regulation is jeopardized due to the delay of a X program required for independent researchers studying disinformation campaigns. The new Digital Services Act of the European Union is one of the most stringent internet platform regulations in the world (DSA). Companies in the technology sector are scrambling to meet the FTC's demands that they take precautions against illegal content and disclose how they moderate user-generated content. According to X's head of trust and safety, the company intends to comply with the Digital Services Act (DSA). X hired a group of academics last month to investigate how governments use the platform (Dang, 2023).

The organization was founded in response to public outrage over Russia's meddling in the 2016 US presidential election. X began testing a consortium in May with the goal of providing researchers with examples of manipulation. Two US legislators have stated that the consortium is an essential component of online security. Two current participants claim that they have received no official notification from X that the program is being discontinued. X has not communicated with the Stanford Internet Observatory, a member of a consortium that investigates online threats, since mid-November. Cazadores de Fake News, an organization that verifies the veracity of online journalism, told Reuters that the show "appears to be on hiatus."

According to a high-ranking EU official (Fung, 2022), X must make significant changes to its content moderation policies to comply with EU laws. He goes on to say that X should protect its users' free speech rights by implementing open user policies, significantly increasing the frequency with which content is moderated, and so on. Beginning in 2019, EU officials will conduct a "stress test" to ensure the social media platform's compliance. X will have plenty of time

USC DE SANTIAGO DE COMPOSTELA

during testing to make the necessary changes to ensure compliance with all applicable laws. The DSA mandates changes to how the technology industry handles fake news and illegal content beginning this month. Since becoming X CEO, Musk has restored accounts that had been suspended for previous rule violations.

In a case of Sweden, a paper was published that determined the X influence to govern the law and regulation of Sweden. (Åkerlund, 2020) This article looks at how prominent Swedish far-right online debate participants use X. According to the data, the most influential users' profiles and content are extremely specific. They have a lot more followers and posts than the average user. Despite previous research suggesting that emotionally charged tweets are more likely to be retweeted, influential X users tend to tweet with more emotion. According to the data, far-right X users' language was remarkably apolitical. According to previous research, tweets with a strong emotional component are more likely to be retweeted. It is possible to avoid suspension from X by tweeting in a neutral tone. Like how "lone actors" act on extremist social network beliefs. This far-right discourse on X has no central authority or membership; instead, it operates on a connective logic in which users contribute freely. Through their transparent and noncommittal tweets, key individuals in this data set primarily facilitate participation in and (re)production of far-right discourse. This allows for a more general and nebulous "we" with which more people can identify with right-wing discourse. This study examines the platform usage patterns of influential users within a Swedish far-right discursive setting on X using a dataset of 74,336 tweets. The data shows how influential X users differ from average users. The volume and variety of influential users' posts reflect their role in the (re)production of far-right discourse.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

3.11 Political and economic relation between Europe and Saudi Arabia

The EU-Saudi Arabia relationship is the most unique of the seven Gulf states. The oil-rich country has long been a close ally of the United Kingdom and France. The Cooperation Agreement signed in 1988 allows Saudi Arabia and the European Union to communicate formally. The study examines the bilateral and regional aspects of EU-Saudi Arabia relations, with a focus on the Mediterranean, the Middle East, and North Africa (Gündoğar, 2019). This chapter's findings are based on desk research and in-depth interviews conducted for a survey of highly influential individuals. Despite an increase in positive attitudes toward the EU as an institution, no concrete steps toward establishing a formal dialogue between the EU and Saudi Arabia have been taken.

The European Union (EU) prefers to engage with both Iran and Saudi Arabia in order to achieve regional balance. The new Crown Prince has proposed reforms ranging from the economy to civil liberties. Despite the EU's limited role in pushing Saudi Arabian reform efforts, increased EU-Saudi Arabia engagement could be beneficial. Saudi Arabia intends to diversify its economy and reduce its reliance on hydrocarbons by expanding and diversifying its private sector and developing a knowledge economy. In response to the country's dire economic situation, Vision 2030 aims to modernize Saudi Arabia's economy and society. The Saudi government has set a goal of creating 450,000 new jobs as part of its plan to prepare for the future, the majority of which will go to Saudi women who face workplace discrimination. Saudi Arabia has relaxed the dress code for women, legalized some forms of birth control for the first time, and weakened the religious police as part of its Vision 2030 plan for economic, social, and cultural reform.

Reforms to the Kingdom's governing structure, for example, would face opposition due to the country's long tradition of conservatism. According to reports, international human rights organisations are concerned about the continued arrests of human and women's rights activists.

USC
DE SANTIAGO
DE COMPOSTELA

During the 1990s, Saudi Arabia and Iran supported opposing sides in Iraq, one of which consisted of Arab Sunni insurgents and the other of Shiite militias backed by the Iraqi government. In 1999, Saudi King Fahd argued that improved relations with Iran were in the best interests of the region. Saudi Arabia has adopted a policy of providing rebel opposition groups with diplomatic, financial, and lethal assistance in order to shift the balance of power within the Syrian opposition. When fighting erupted in Yemen in 2015, Saudi Arabia and the United Arab Emirates launched a military operation against the Houthi rebels, which included a bombing campaign.

The Gulf Cooperation Council (GCC) is the primary mechanism through which Saudi Arabia and the European Union establish relations. The majority of interactions between the two organisations are focused on trade and economic cooperation. Several Saudi officials have stated that their country's security ties must be diversified away from the United States. The European Union hopes to compete with the United States in the Saudi arms market. Following recent Middle Eastern crises, the EU has increased pressure on Saudi Arabia, with some members questioning the legality of arms sales to the kingdom.

The trajectory of the GCC following the Qatar crisis will determine how the EU and Saudi Arabia advance their relationship. Some experts predict that if the GCC disbands, Saudi Arabia will seek independent institutional relations with the European Union. The Saudi perspective on the Arab uprisings and the reaction of the European Union. Saudi Arabia has long regarded itself as a pillar of stability in the region, a position for which it has received praise from its Western allies. Following the upheaval of 2011, the Kingdom reevaluated the threats it faced. Saudi Arabia has never been more concerned about Iran's growing regional influence. The gains Iran has made in Syria, its growing superiority in Iraq, and its political influence in Lebanon are the Saudi ruling elite's worst nightmare.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

It is difficult to predict what the Kingdom will do in the future, but some respondents speculate that it may want to be nuclear-capable like Iran. A GCC split is not a major concern for the European Union. The GCC is not politically significant, but its member countries have significant economies, which is why the European Union is diversifying its relations with Gulf states. Also highlighted is the Saudis' apparent satisfaction with the European Union's evasive response to the crisis (Wilson, 1994).

Conflicts in Yemen and Syria, as well as other Middle Eastern geopolitical events, have strained relations between the European Union (EU) and Saudi Arabia. Political unrest has erupted in the Gulf region as a result of the crisis, while bilateral ties with a number of European nations have strengthened. This is largely due to Saudi Arabia's growing trade ties with the West and strategic importance in the Middle East. The European countries maintain their policy of remaining neutral in the conflict within the United Kingdom. The appointment of Mohammed Bin Salman as Crown Prince surprised Europe, but the continent effectively communicated that "this is an internal matter of the Kingdom." Whatever monarch rules the European Union, they must keep their promises in order to keep the continent from collapsing.

According to European Parliament (Levallois, Kinninmont, & Vagneur-Jones, 2016) There is uncertainty about whether the massive intervention in Yemen a temporary reaction to a newfound reluctance in foreign policy or a more permanent shift is. The intervention appears to be losing some of its initial domestic support in Saudi Arabia as a result of highlighting Saudi Arabia's military weaknesses. Saudi Arabia may become more involved in Syria and Libya's ongoing civil wars.

Riyadh sees its European ties as a source of international prestige and legitimacy, particularly in bilateral relations with London and Paris. Saudi Arabia has been encouraged to

USC DE SANTIAGO DE COMPOSTELA

maintain close economic and political ties with both the United Kingdom and France because of their support for Saudi Arabia's military campaign in Yemen. Unfortunately, in recent years, Saudi Arabia has neglected its political and defense ties with France. Riyad regards Macron, France's president since 2017, as less supportive of Saudi ambitions than his predecessor, Francois Hollande. Riyadh has viewed several additional European nations as potential investment targets with favorable political conditions since the 2008 global financial crisis. Many in Riyadh believe that Europeans led the international response to the murder of Jamal Khashoggi at the Saudi consulate in Istanbul. Recent conflicts with Germany and Sweden have bolstered Riyadh's image as pursuing a new foreign policy (al-Hassan, 2019). Current trends indicate that Saudi Arabia will benefit from the European Union's (EU) internal political divisions and resulting weak foreign policy.

For the future of the EU – Saudi Atabia relations research by (Gulf Research Center (GRC), 2022) the gap between aspiration and reality persists in Saudi-EU relations. While the European Union has begun to recognize the region's growing strategic importance, Saudi Arabia still considers Europe to be secondary in terms of ensuring their security. The proposed question is whether the Ukraine crisis will be viewed as a chance to usher in a new era of relations. The Saudi people are divided on whether the multilateral EU-GCC relationship is more important than the kingdom's bilateral ties with individual European nations. The European Union intends to keep the Gulf Cooperation Council in mind as a useful organization that can help with regional integration, conflict resolution, and productive multilateralism.

The war in Ukraine, which has sent shockwaves throughout Europe and prompted a reevaluation of the current political system, is the second event that may alter Saudi-European relations. According to conventional wisdom, Saudi Arabia was primarily a reactionary power that

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

operated in the shadows. However, in recent years, the kingdom has abandoned its traditional prudence in favor of a more proactive regional policy. Six specific factors in current Saudi calculations can be better understood, allowing Europe to begin closing the knowledge gap in the kingdom. The failure of US policy in the region has exacerbated the security situation, forcing the Saudi government to act.

Since the US-led invasion of Iraq in 2003, which the Saudis regard as a disaster, they have reconsidered their traditional alliance with the US. The United States and the United Kingdom are both eager to invest in a variety of markets. Without attempting to understand events solely from a European standpoint, Europe must understand the larger shifts influencing regional order. Saudi Arabia stepped up to the plate when other major Arab states were unable or unwilling to fulfil their leadership responsibilities. Saudi Arabia's foreign policy is motivated by a desire to restore regional stability and a portion of the pre-crisis status quo.

Concerns about renewed authoritarianism and perceived foreign policy adventurism are seen as undermining many of the kingdom's announced social and economic reforms. In particular, European policy initiatives in Iran are seen as disconnected from reality. Europe and Saudi Arabia's tensions will continue to rise unless the former initiates a more comprehensive dialogue with the latter about the problems plaguing the entire Middle East. To have meaningful discussions with Saudi Arabia on a wide range of policy issues, it is critical to understand the implications of any decisions. Europe can no longer afford to exclude Saudi Arabia and the other Arab Gulf states.

Europe requires a combination of coordinated EU action and specific steps taken by individual European nations. It will be critical to take the lead in discussions with Saudi Arabia on a broader security mechanism than the current JCPoA discussion. More European nations should join the EMAsoH mission to improve European Union (EU) maritime security (The European

USC
DE SANTIAGO
DE COMPOSTELA

Maritime Awareness in the Strait of Hormuz). Following the events in Ukraine, Europe and Saudi Arabia may want to set up a joint fund to assist other Middle Eastern countries. The European Green Deal has the potential to revitalize Saudi-EU relations, particularly in the field of green hydrogen.

Solar must produce approximately 4,000 GW per year to meet the EU's energy needs, while wind must produce approximately 1,300 GW per year. The knowledge gap between the GCC and the EU must be bridged. Make education and training a priority, with a focus on the youth market.

3.11.1 Saudi tourism and the impact of Saudi tourism on stereotype

The natural and cultural attractions of Saudi Arabia have made it a must-see travel destination for decades. Despite this, negative generalizations and stereotypes exist regarding the country's treatment of women, human rights, and religious practices. As a result of negative generalizations about the country's culture and values, some would-be tourists have been dissuaded from visiting Saudi Arabia.

Recent research has focused on how preconceived notions of Saudi Arabia affect the tourism industry of the country. (Al-Ghamdi, 2019) study examined how travelers' preconceived notions of Saudi Arabia affected their actual experiences there. Negative stereotypes, such as those regarding the treatment of women and human rights, have a substantial impact on people's perceptions of a country's attractiveness as a tourist destination, according to the research. The study found that dispelling these negative stereotypes and presenting the country in a more favorable light would have a significant impact on expanding Saudi Arabia's tourism sector.

(Al-Homoud, 2020) conducted another study examining how religious stereotypes influence how people view Saudi Arabia as a tourist destination. According to the research,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

preconceived notions about the country's religious practices have a significant impact on people's perceptions of Saudi Arabia as a vacation destination. According to the study, if Saudi Arabia wanted to increase its tourism industry, it would need to do more to dispel negative religious stereotypes and present a more positive image of the country's religious practices.

Media coverage of the negative impact of stereotypes on Saudi Arabia's tourism industry. (Al-Rashid, 2021) conducted research on the impact of media portrayals of Saudi Arabia on the tourism industry of the country. The study discovered that the media's frequent portrayal of negative stereotypes, such as those regarding the treatment of women and human rights, had a significant impact on how people perceived the country as a tourist destination. The study found that expanding the positive media portrayal of Saudi Arabia was crucial to the growth of the country's tourism industry.

Negative stereotypes regarding the country's treatment of women, human rights, and religious practices have had a significant impact on Saudi Arabia's appeal as a tourist destination. To expand Saudi Arabia's tourism industry, perceptions of the country must be altered.

3.12 Implications of the image of Saudi Arabia in Europe through X

People are more likely to adopt something if they hear it frequently from trusted sources such as friends and family (Aral, Walker, & Kennedy, 2017). To understand social interactions and user behavior in relation to online information propagation, this social influence dynamic must be investigated. Retweets are more popular among users than hashtags, and both metrics are widely distributed, correlated, and influence- and topic-specific. According to the literature, journalists pay close attention to X and use it frequently, but the impact on their news judgement has not been studied. According to the findings, journalists who use X less frequently are more likely to dismiss

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the stories they read on the platform (Grover, Kar, Gupta, & Modgil, 2021). As X is frequently used as a conduit for marginalized voices to enter the mainstream news agenda, this could have both positive and negative consequences, such as the rise of pack journalism.

Political messages have been organized and disseminated using X. It is also used as a gauge of public opinion, where it frequently distorts the picture of agreement. People prefer to form relationships with people who share their beliefs. On X, businesses and consumers can now have two-way conversations. Because of the public nature of X, its users are just as likely to violate intimacy norms as they would in a more traditional setting. Relationships have been reimagined as public spectacles because they are now expected to take place in public. Businesses can also conduct customer and market research on X by monitoring trends and conversation topics. Changes in social media usage over the last decade have resulted in nearly all adults now using X (Bieller, 2019). The majority of city residents now have access to real-time traffic updates via X, which allows drivers to avoid dangerous areas. Students benefit from each other's knowledge of campus events because it helps them plan.

Saudi Arabia's government has sent agents to target and harass online critics. Hundreds of Riyadh residents work at a "troll farm" to silence online critics. Following the murder of journalist Jamal Khashoggi, the international community has focused on Saudi Arabia's intimidation campaign (McGregor & Molyneux, 2020). Crown Prince Mohammed's top advisor and operations strategist was Saud al-Qahtani. Saudi Arabia exemplifies how authoritarian governments can use social media to silence or drown out opposing voices. As part of the anti-dissent crackdown, hundreds of young men have been dispatched to offices and residences in and around Riyadh in search of voices and conversations to silence via X. The experts monitor X for relevant conversations and interact with multiple accounts. The administration also distributes memes

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

depicting Crown Prince Mohammed dancing with a sword, which can be used to mock opponents. In one meeting, dozens of leaders agreed to label as "sensitive" anyone who criticizes Saudi Arabia's military operations in Yemen. After discovering a possible plan to infiltrate user accounts, X fired Ali Alzabarah in December 2015. Five sources familiar with the situation said that Western intelligence officials informed X executives that the Saudis were training an employee to spy on dissidents and others. He had access to X users' phone numbers and Internet protocol (IP) addresses, as well as their public tweets and other account activity. The kingdom's increasingly precarious international position has aided the Saudis' sometimes ruthless image-building campaign. "As a precaution, we are notifying you that your account is among a small group of accounts that may have been targeted," X says in an email. The manipulation of social media by the government in recent years is consistent with similar repression in other authoritarian states. McKinsey claims to be looking into how and with whom the file was immediately shared. Mr. Abdulaziz claims that Saudi government officials hacked into his cellphone and imprisoned two of his brothers.

Just like American discusses in (Alghamdi, 2021) and their perception, it is different when X engage in the context of perception. Most Americans are unconcerned or uninformed about global issues. Americans have superior knowledge of foreign policy issues when compared to other countries. They do, however, have a very limited understanding of world leaders. In 2016, the Council on Foreign Relations discovered that respondents had limited geographic literacy. Foreign aid, human rights promotion, free trade advancement, and democracy defense are major tenets of the media's and government's global perspective.

If the media takes a narrow, self-serving view of global engagement, it will invariably favor countries that help advance those interests at the expense of others. According to Ridout et al.,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

when asked about their impressions of foreign countries, the majority of Americans have a negative outlook (2008). The vast majority of Americans get their news about the world from the media. The news media in the United States frequently portrays a world of violence and conflict. Most Americans who read the news on a regular basis have an exaggerated view of the world's problems (Smith & Jost, 2021).

Following the 9/11 terrorist attacks, an unprecedented number of Americans expressed strong negative views of the Middle East, Islam, and Muslims. In 2016, 64% of Americans said Islam was compatible with the Western world, up from 57% in 2015. Americans' growing positive attitude toward Muslims and the Islamic world can be attributed in large part to the separation of Islamic ideology from terrorist acts. As more Americans recognize terrorism for what it is: a criminal act with no religious overtones, their attitudes toward Muslims, Islam, and the Middle East are improving. News coverage has a significant impact on how people in the United States perceive other countries.

Their perception of Middle Eastern countries, for example, appears to be influenced by the region's history of violence. Even though public policy is not always based on facts, it has a significant impact on foreign policy. Politicians have been observed to pay greater attention to foreign policy issues that are likely to garner widespread public support. Because of the nature of democratic systems, public opinion has a large influence on US foreign policy. Military spending, for example, is sensitive to public opinion and empirical evidence.

A pessimistic worldview foreshadows hostility toward governments and international organizations. The public's involvement in the development of these 13 policies may result in decisions that are not in the best interests of those who will be affected by them. Turkey's support for Qatar, its increased military presence in the Arab Gulf region, and its support for Hamas and

USC
DE SANTIAGO
DE COMPOSTELA

Egypt's newly elected president, Mohamed Morsi, have all heightened tensions between Ankara and Riyadh. As a result, the Muslim Brotherhood gains strength, and all of these groups pose a threat to Middle Eastern peace (Chico, 2018). When attempting to decipher someone's point of view, consider how that person arrived at their conclusions about the subject under consideration.

This theory emphasizes how the information a person has access to shapes their knowledge of a topic. This theory provides a solid foundation for assessing how much Americans know about Middle Eastern countries. A good reputation demonstrates a dedication to playing one's expected role in the global community. The dimensions of one's international reputation have been defined from a variety of perspectives. Medium and minor powers frequently seek to improve their standing by adhering to the norms established by the world's superpowers. States may wish to work on improving their image abroad to secure favorable terms in international agreements.

3.13 Literature review conclusion

To summarize, reality perception in the age of social media is a complex and nuanced topic with significant implications for how individuals and societies comprehend and interact with the outside world. Social media platforms have significantly influenced how people perceive and interact with reality, as well as how they consume and share information. They do, however, pose challenges, such as the spread of false information and the reinforcement of existing beliefs through filter bubbles. To comprehend the complexities and subtleties of reality, people must be aware of these effects and take steps to evaluate the information they encounter on social media.

By looking at the most popular models of X influence, such as the information cascades model, the echo chamber model, and the networked publics model. These models provide a framework for understanding the mechanisms underlying information dissemination, online

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

community formation, and the impact of political and social discussions on X. However, it is important to note that X's impact on culture is complex and multifaceted, and that these models should be used in conjunction with other research and a thorough understanding of each country's cultural, social, and historical contexts. More research is needed to understand the impact of these models in the context of X.

X has played a significant role in shaping Saudi Arabia's perception of reality in the age of social media. While the platform has been used to share information and connect people, it has also been used to spread fake news and propaganda (Vosoughi, Roy, & Aral, 2018). The spread of false information on social media platforms like X has become a growing concern in recent years, as it can distort public perception and manipulate public opinion. In the case of Saudi Arabia, X has been used to shape the country's reality perception, with some individuals, organizations, or governments using the platform to spread fake news and propaganda. This has led to criticism of X's handling of reality perceptions in the country and calls for the platform to improve its policies and practices to combat disinformation. The issue of false information on social media has been the subject of numerous academic studies, with a growing body of research examining the impact of fake news and propaganda on public opinion and perception. Research has shown that false information can spread quickly and widely on social media, particularly when it is sensational or emotionally charged, and can have a significant impact on public opinion and behavior.

X has taken steps to combat disinformation, but its handling of reality perceptions in Saudi Arabia has been criticized. X must continue to improve its policies and practices to ensure that it remains an unbiased source of information while also protecting its users' privacy and security. The online spread of false information has become a major concern in recent years. According to studies, misinformation can reinforce stereotypes and misconceptions about a country and its

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

people, distort the political and economic situation, and be used as a political tool to influence a country's perception. Individuals and organizations must fact-check information and evaluate its sources to combat misinformation and gain a more accurate understanding of the country.

The connection between social media and culture is complex and multifaceted. To explain this relationship, various theories have been proposed, including the Social Construction of Technology theory, the Cultural Proximity theory, the Cultural Imperialism theory, the Hybridization theory, the Digital Natives theory, and the Participatory Culture theory. Each of these theories sheds light on how social media affects culture and how culture affects social media usage. To gain a better understanding of the relationship between social media and culture, it is necessary to consider the various perspectives provided by these theories.

X has had a significant impact on Saudi culture. The platform has been used to promote free speech, political activism, and civil society participation. It has also been instrumental in promoting culture and the arts, as well as in avoiding censorship. Nonetheless, because this literature review only covers studies with varying findings and perspectives, it is critical to approach this topic critically and to consider the limitations of the available research.

The research looked at the effects of social media on European culture, focusing on three major theories: homogenization, hybridization, and glocalization. Empirical research has shed light on the complex and multifaceted nature of the relationship between social media and culture in Europe, supporting all three hypotheses and providing evidence for their plausibility. To fully comprehend the impact of social media on culture in Europe, additional research that considers each country's cultural, social, and historical contexts is required.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

This review of the literature looked at how X affects culture in Europe, focusing on three major areas: information dissemination, the formation of online communities, and the impact on political and social discussions. Empirical studies have shown X's importance as a platform for shaping culture in Europe, as well as the platform's ability to facilitate information dissemination, the formation of online communities, and the influence on political and social discussions. However, it is important to note that the impact of X on culture in Europe is complex and multifaceted, and that additional research is required to fully comprehend the impact of the platform on culture in Europe, considering the cultural, social, and historical contexts of each country.

According to the literature, social media has had a significant impact on religion and religious beliefs and practices. According to available research, increased religious involvement, religious diversity, self-expression, identity formation, civic engagement, and social connectedness are associated with increased social media use. It is important to note, however, that not all studies have the same results, and more research is required to fully comprehend the complex relationship between religion and social media. In addition, it is essential to consider the limitations of the existing research, such as small sample sizes, a lack of data from particular regions or demographic groups, and the generalizability of the findings.

3.13.1 Future of X

On November 8, X will be delisted from the New York Stock Exchange, giving Musk complete control of the company. Musk dissolved X's board and appointed himself as sole director just before the acquisition closed. He fired the entire department of "ethical AI," human rights, and communications. The national security concerns raised prior to the acquisition, however, paled in comparison to the chaos that ensued on X following the acquisition. China is already Tesla's

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

second largest market, trailing only the United States, and Elon Musk's Shanghai "Gigafactory" aims to produce 1 million electric vehicles for the company each year.

Given China's strategic interest in Tesla, it's not surprising that the Chinese government recently requested Starlink from Elon Musk, implying that it may try to exert influence over his other businesses. Beijing's online propaganda and censorship apparatus continues to prioritize the social media platform X. Senator Chris Murphy demanded an investigation into the "national security implications" of the deal, which occurred in the same month as Musk's Saudi investment in X. Julian Zelizer contends that the US government's treatment of Elon Musk's expanding technology empire is woefully inadequate and inconsistent. He claims that the United States' oversight of both technological development and national security is deficient. He claims that in a global market with multiple companies with competing interests, there is nowhere to go to get things done quickly (Mok, 2022).

According to (Khan, Ittefaq, Pantoja, Raziq, & Malik, 2021) social media is having an increasing impact on international politics. Tweets or images posted on X frequently elicit passionate responses from people all over the world. A greater focus on these multifaceted dynamics would shed light on the political implications of state manipulation of social media. To combat the growing prevalence of online disinformation campaigns, digital diplomacy strategies must take this into consideration. Because of the pervasiveness of social media, new calls for candor, transparency, real-time dialogue, and citizen participation in diplomatic processes have emerged. We look at how a German ambassador used X for public diplomacy in this study. The German ambassador to Pakistan had approximately 4,369 interactions over the course of two years. A growing number of diplomats use X as a daily communication tool with audiences and colleagues all over the world.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Diplomats and other national representatives interact with online communities to combat the spread of misinformation and fake news. In comparison to the closed and centralized diplomacy of the past, this Internet-based approach is like night and day. The ambassador of a major European country's unprecedented bold and open engagement (online and offline) has been met with great enthusiasm. We investigate how the German ambassador communicated with the public on X. The use of open, direct, optimistic, and inquisitive social media messaging by Ambassador Kobler with the Pakistani public on X is a textbook example of how to elicit high levels of engagement from foreign audiences. By asking locals questions, posting photos, and sharing other people's content on X, he generated 4,369 interactions and 778 tweets, retweets, and photos.

The emphasis was on society and culture, with descriptions of Pakistani cuisine and traditional dress, as well as well-known cities like Lahore, Gilgit Baltistan, and Multan. Most people would agree that Ambassador Kobler has a magnetic presence. He tweeted about topics that were important to his Pakistani followers. In the future, researchers can use novel methods to better understand passive engagement, which accounts for most of the social media activity (Duncombe, 2019).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

CHAPTER 4 METHODOLOGY

The objective of this study is to understand the role and influence of social media. This study illustrates the perception of Saudi Arabia by European countries through their engagement on X. As X had gain an importance around the time of the Arab Spring (starting in late 2010), it began to play a crucial role in the Middle East, including Saudi Arabia. Although the Arab Spring protests did not significantly affect Saudi Arabia in the same way it did in Tunisia, Egypt, and Libya, the period led to an increased use of X among Saudi citizens.

Saudi Arabia has one of the highest X penetration rates in the world. According to the Dubai Press Club's Arab Media Outlook (2011-2015), Saudi Arabia had the largest number of X users in the Arab region in 2012. This could be attributed to the growing young population seeking platforms for free expression and discourse, which were otherwise limited.

The platform became a significant space for the discussion of social issues, political critique, and even religious dialogue. It has also been used by activists and dissidents, as well as government figures.

This part of the thesis analyses the impact of influence on European and formation of their opinion, idea, or perception of Saudia Arabia through X. This is achieved through the utilisation of social media and the implementation of knowledge management strategies. The utilisation of social media offers six primary benefits, namely: enhanced interactive communication, increased sharing and exchange of information, broader dissemination, and accessibility of information, heightened public support and engagement, greater public pressure on the government to enhance the nation's image, and amplified public pressure on the government to improve the nation's image.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The first part of the study is to gain a deeper understanding of the perceptions held by Europeans regarding Saudi Arabia, particularly in the context of the nation's religious and cultural customs. The Arab culture highly values robust familial structures, perceiving them as emblematic of the broader community and a safeguard for individual security. The available evidence indicates that certain elements of Saudi culture, such as an emphasis on male dominance, religious devotion, and stringent regulation of women, have contributed to a negative perception of the country in regions such as Europe.

The knowledge management process of a company encompasses the collection, analysis, retention, distribution, and utilisation of information to achieve organisational goals. Zarei and Jabbarzadeh (2019) have observed that in the realm of social media, significant differences in approach are often evident between large corporations and small and medium-sized enterprises (SMEs). The utilisation of knowledge management strategies that rely on social media is more prevalent among large enterprises as compared to small and medium-sized enterprises (SMEs). An upward trend has been observed in the frequency of media appearances across various domains such as business, economics, and academia.

Social networking companies provide services that can help overcome silos of geographical, motivational, and social information. Within the realm of sports marketing, the term "social media" is frequently employed to encompass the entirety of engagements between consumers and brands. Acquiring information through formal and informal channels, both online and offline, is crucial from a knowledge management standpoint. The proliferation of social media has provided businesses with novel communication channels to educate and engage their workforce (Dennen & Jiang, 2014).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The findings of this study indicate that social movements in Saudi Arabia could potentially derive advantages from collaborating with international partners and sharing knowledge within X networks that consist of influential figures such as opinion leaders, media experts, social influencers, foreign political leaders, and social workers. As an illustration, X can be employed to mobilise European policymakers, notable personalities, and activists for human rights to champion the cause of safeguarding the rights of women in Saudi Arabia, a traditional and male-dominated monarchy. The objectives of the study are as follows:

- To gain an understanding of the Saudi government's endorsement of the Saudi populace on X and the nation's image in European countries.
- To utilise X as a means of conducting research on the perceptions of Saudi Arabian culture and religion among Europeans.
- To investigate the extent to which X supports social movements in Saudi Arabia that could potentially impact the nation's reputation in Europe.
- To develop a model that is specific to the context, which can assist in comprehending the influence of X on the perception of Saudi Arabia in European countries.

4.1 Period of Analysis

The period of analysis for this study spans from **January 2022 to April 2024**. This timeframe was chosen to ensure the research captures recent trends, themes, and sentiments regarding Saudi Arabia on X (formerly X), particularly in light of significant global and regional events during this period. This timeframe also provides ample data for both qualitative and quantitative analyses, ensuring robust and relevant insights.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.2 Type of Methodology

This study employs a **mixed-methods approach**, incorporating both **quantitative** and **qualitative** research methodologies to achieve its objectives.

4.2.1 Quantitative Analysis

The quantitative aspect of the research focuses on statistical analysis of tweets from ten European countries. Tools such as **X Advanced Search**, **Brandwatch**, and **Talkwalker** were used to collect data on the following variables:

- **Frequency of tweets** about Saudi Arabia.
- **Sentiment analysis** using sentiment scores to measure positive, neutral, and negative perceptions.
- **Geographical distribution** of tweets.
- **Engagement metrics**, including likes, retweets, and comments.

The analysis quantified the most common themes, topics, and sentiment trends to provide a data-driven understanding of the image of Saudi Arabia on X.

4.2.2 Qualitative Analysis

The qualitative component of the research involved **content analysis** of selected tweets to explore the underlying narratives, cultural biases, and subjective opinions expressed about Saudi Arabia. The interpretivist research paradigm guided this aspect of the study, allowing for an in-depth exploration of how users interpret and construct Saudi Arabia's image on X. Key focus areas included:

- Thematic analysis of discussions related to religion, culture, and social movements.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- Analysis of influential users' posts, including policymakers, activists, and media figures.

4.3 How the Study Was Conducted

1. **Data Collection**:
    - Data was collected using **X Advanced Search** and **social media analytics tools** like Brandwatch and Talkwalker.
    - Keywords and hashtags related to Saudi Arabia (e.g., #SaudiArabia, #SaudiCulture, #HumanRightsKSA) were used to identify relevant tweets.
    - A dataset of 100,000 tweets was extracted from the identified countries: France, Spain, Sweden, Romania, Germany, Finland, Hungary, Malta, Poland, and Portugal.
2. **Data Filtering**:
    - The data was filtered to exclude spam, promotional content, and tweets not in English or the native languages of the selected countries.
    - Sentiment analysis tools were applied to categorize tweets into positive, neutral, and negative sentiment categories.
3. **Data Analysis**:
    - **Quantitative Analysis**: Sentiment scores, engagement metrics, and frequency data were analyzed using statistical software such as SPSS.
    - **Qualitative Analysis**: Selected tweets were manually coded and analyzed to identify recurring themes and narratives.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4. **Interpretation**:

    - The findings from the quantitative and qualitative analyses were integrated to provide a comprehensive understanding of the perception of Saudi Arabia on X in Europe.

4.4 Research Questions

The methodology aims to address the following research questions:

What are the most common themes and topics related to Saudi Arabia that are discussed on X in Europe?

How does the sentiment expressed in tweets about Saudi Arabia in Europe differ from the sentiment expressed in tweets about Saudi Arabia in other regions or on other social media platforms?

What factors influence the sentiment expressed in tweets about Saudi Arabia in Europe?

How does the image of Saudi Arabia on X in Europe compared to the official narrative or messaging about Saudi Arabia?

How does the image of Saudi Arabia on X in Europe vary across different European countries or languages?

What are the possibilities of knowledge management to change the perspective of Europeans through X media influence?

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.5 Data Collection

For the purpose of data collection, we have identified ten European Union Countries to attain the key objective of the research.

4.6 Selected Countries

The EU countries which we will be focusing for our research are ten EU counties listed below:

1. France
2. Spain
3. Sweden
4. Romania
5. Germany
6. Finland
7. Hungary
8. Malta
9. Poland
10. Portugal

The camel rating would be used post application of data analysis so to evaluate which countries have more in rating score.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.7 What Was Analyzed

This study analyzed **tweets** related to Saudi Arabia, focusing on measurable aspects such as:

- **Frequency of keywords and hashtags** (e.g., #SaudiArabia, #HumanRightsKSA, #SaudiCulture).
- **Sentiment scores** (positive, neutral, negative).
- **Engagement metrics** (likes, retweets, replies).
- **Geographical distribution** of tweets across ten European countries: France, Spain, Sweden, Romania, Germany, Finland, Hungary, Malta, Poland, and Portugal.

The analysis was conducted to uncover trends and statistical patterns in how Saudi Arabia is perceived in Europe based on user-generated content on X.

4.8 How the Analysis Was Conducted

This study utilized a **quantitative research methodology**, systematically collecting and analyzing data to ensure objectivity and statistical rigor. The methodology included the following steps:

1. **Data Collection**:
    - Tweets were retrieved using **X Advanced Search** and **social media analytics tools** such as Brandwatch and Talkwalker.
    - The data collection was limited to publicly accessible tweets from **January 2022 to December 2023**.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- Specific keywords and hashtags were used to identify tweets discussing Saudi Arabia.
- Filtering criteria included:
  - **Location**: Tweets originating from the ten specified European countries.
  - **Language**: Tweets in English and native languages of the selected countries.
  - **Timeframe**: Only tweets posted during the defined analysis period.

2. **Data Processing**:
   - The collected dataset was cleaned to remove duplicates, spam, and irrelevant tweets.
   - Tweets were categorized by **themes** (e.g., cultural issues, human rights, or religion) and **sentiment polarity** (positive, neutral, negative) using sentiment analysis tools.
3. **Data Analysis**:
   - **Sentiment Analysis**: Automated tools such as Brandwatch applied sentiment scoring to classify tweets based on the tone and context.
   - **Engagement Metrics**: The number of likes, retweets, and replies was analyzed to determine the reach and influence of tweets.
   - **Thematic Analysis**: Statistical tools such as SPSS and Excel were used to identify the most frequently occurring themes, topics, and keywords.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- **Geographical Trends**: Tweets were categorized and analyzed by the country of origin to understand regional differences in perceptions.

4. **Variables**:
    - **Independent Variables**: Country of origin, keywords, hashtags.
    - **Dependent Variables**: Sentiment scores, engagement metrics, and tweet frequency.

4.9 Database Accessibility

The dataset comprises tweets collected through publicly accessible tools (e.g., X Advanced Search and Brandwatch). Access to the raw data is restricted due to compliance with **X's API policies** and ethical considerations. However, all aggregated data, statistical findings, and analysis results are available upon request. This ensures transparency and replicability of the study without compromising user privacy.

4.10 Why Quantitative?

This research focuses on quantifiable metrics to measure perceptions systematically and objectively. By avoiding subjective interpretation, the study ensures the reliability of its findings and provides a comprehensive overview of European attitudes toward Saudi Arabia as reflected on X.

4.11 Reasoning

There number of justified reasons of selecting these countries:

1- These EU listed countries are most renowned in the world.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

2- These countries have more users of X in the world.

3- High literacy rate, the logical reasoning towards establishing a perception about a country.

4- The total users out of total population

4.12 Sources

4.12.1 France

4.12.1.1 Renowned

France is known for its contributions to the arts, with renowned institutions such as the Louvre Museum, Musée d'Orsay, and the Palace of Versailles attracting millions of visitors every year (United Nations World Tourism Organization., UNWTO World Tourism Barometer, 2020).

In terms of its economy, France is the world's seventh-largest economy by nominal GDP, and is home to several globally recognized companies, such as Airbus, L'Oreal, and Renault (World Bank., GDP ranking, 2022).

4.12.1.2 Users of X

In France 9.17 million users and 4.4 million average unique visitors per day. 41% of French users are between 18 and 24 years old (Statcounter, 2023).

4.12.1.3 Literacy Rate

As a whole, the global literacy rate is high. The literacy rate for all males and females that are at least 15 years old is 86.3%. Males aged 15 and over have a literacy rate of 90%, while females lag only slightly behind at 82.7% (World Population Review.,, 2023).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

According to the 2021 edition of the QS World University Rankings, France is home to 40 of the world's top universities, including Sorbonne University and Ecole Normale Supérieure (QS World University Rankings., 2021).

4.12.1.4 Users of X out of Total Population

As per the survey results of 2022, the total population of France is 67.75 million and the number of user of X in France are 9.17 million, which is 13.53% of the total population (Statista, 2022).

4.12.2 Spain

4.12.2.1 Renowned

Spain is the second-most visited country in the world, with over 83.7 million international tourists in 2019, according to the United Nations World Tourism Organization (United Nations World Tourism Organization., UNWTO World Tourism Barometer, 2020).

Spain is known for its contributions to the arts, with famous institutions such as the Prado Museum and the Guggenheim Museum Bilbao attracting millions of visitors every year.

In terms of its economy, Spain is the world's 14th-largest economy by nominal GDP and is home to several globally recognized companies, such as Banco Santander, Inditex (World Bank., GDP ranking, 2023).

4.12.2.2 Users of X

As per the survey results of 2022, the user of X in Spain is 8.75 million (Statista, 2022)

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.2.3 Literacy Rate

According to our estimates 38.67 million or 98.1% of adult population (aged 15 years and above) in Spain can read and write. Accordingly, about 0.75 million adults are illiterate (Country Meters., 2023).

4.12.2.4 Users of X out of Total Population

As per the survey results of 2022, the total population of Spain is 47.62 million and the number of users of X in Spain are 8.75 million, which is 18.38% of the total population (Statista, 2022).

4.12.3 Sweden

4.12.3.1 Renowned

Sweden consistently ranks highly in global measures of quality of life, including the United Nations' Human Development Index and the World Happiness Report (United Nations., 2020). Sweden has a comprehensive social welfare system that provides universal healthcare, free education, and generous parental leave policies. This has earned Sweden a reputation as a model welfare state (Social Progress Imperative., 2021).

Sweden is home to a number of highly innovative companies, including Ikea, Spotify, and Ericsson. The country also has a strong startup culture and is a leader in fields such as renewable energy and sustainable development. Sweden has a rich cultural heritage, including a vibrant music scene, a strong literary tradition, and a long history of design and fashion. The country is also known for its natural beauty and outdoor lifestyle, with opportunities for hiking, skiing, and other outdoor activities (World Tourism Organization., 2019).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.3.2 Users of X

Numbers published in X's advertising resources indicate that X had 1.35 million users in Sweden in early 2022 (DataReportal, Digital 2022: Sweden, 2022).

4.12.3.3 Literacy Rate

8.64 million people or 99% of adult population (aged 15 years and above) in Sweden are able to read and write or literate (CountryMeters, 2022).

4.12.3.4 Users of X out of Total Population

Numbers published in X's advertising resources indicate that X had 1.35 million users in Sweden in early 2022. This figure means that X's ad reach in Sweden was equivalent to 13.2 percent of the total population at the time (DataReportal, Digital 2022: Sweden, 2022).

4.12.4 Romania

4.12.4.1 Renowned

Romania has experienced strong economic growth in recent years, with an average annual growth rate of over 4% between 2014 and 2019, according to the World Bank. The country has also attracted significant foreign investment in areas such as manufacturing, IT, and services (World Bank., Romania Overview., 2020).

Romania has a rich cultural heritage that includes traditional music, dance, and art. The country is also home to several UNESCO World Heritage Sites, such as the painted monasteries of Bucovina and the fortified churches of Transylvania (UNESCO, Romania, 2022).

4.12.4.2 Users of X

Numbers published in X's advertising resources indicate that X had 0.56 million users in Romania in early 2022 (Statistia, 2023).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.4.3 Literacy Rate

99.61 % of population in Romania are literate out of its total population (UNESCO, Romania General Information, 2022).

4.12.4.4 Users of X out of Total Population

The population of Romania in 2022 was 19.66 million and out of this population 0.56 million are X users which is 2.85% of total population (Macrotrends, 2022).

4.12.5 Germany

4.12.5.1 Renowned

Germany is a highly renowned country globally, known for its strong economy, technological innovation, high quality of life, and cultural heritage. It is consistently ranked among the world's top countries in various categories.

4.12.5.2 Users of X

According to the 2022 Digital 2022 report by (DataReportal, Digital 2022, Germany. , 2022), there were 13 million active X users in Germany as of 2022, which represents around 16% of the total population.

4.12.5.3 Literacy Rate

According to the UNESCO Institute for Statistics, Germany has a literacy rate of 99%, which is one of the highest rates in the world. This indicates that the vast majority of the population has basic reading and writing skills (UNESCO, Institute for Statistics, Literacy rate, adult total (% of people ages 15 and above). , 2022).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.5.4 Users of X out of Total Population

As mentioned above, there were 13 million active X users in Germany as of 2022, which represents around 16% of the total population (DataReportal, Digital 2022, Germany. , 2022).

4.12.6 Finland

4.12.6.1 Renowned

Finland is renowned globally for its high quality of life, advanced technology, education system, and design. It is consistently ranked among the world's top countries in various categories, including happiness, education, and innovation.

4.12.6.2 Users of X

According to the 2022 Digital 2022 report by (Datareportal, Digital 2022: Finland., 2022), there were 1.4 million active X users in Finland as of January 2021, which represents around 25% of the total population.

4.12.6.3 Literacy Rate

According to the UNESCO Institute for Statistics, Finland has a literacy rate of 100%, which is one of the highest rates in the world. This indicates that the entire population has basic reading and writing skills (UNESCO, Institute for Statistics. (2022). Literacy rate, adult total (% of people ages 15 and above), 2022).

4.12.6.4 Users of X out of Total Population

As mentioned above, there were 1.4 million active X users in Finland as of 2022, which represents around 25% of the total population (Datareportal, Digital 2022: Finland., 2022).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.7 Hungary

4.12.7.1 Renowned

Hungary is renowned for its rich history, thermal baths, music, literature, and architecture. It is also known for its wine culture and cuisine (Encyclopædia Britannica., Hungary. In Encyclopædia Britannica., 2022).

4.12.7.2 Users of X

According to the 2022 Digital 2022 report by (Datareportal, Digital 2022: Hungary., 2022), there were 615,000 active X users in Hungary as of 2022, which represents around 6.3% of the total population.

4.12.7.3 Literacy Rate

According to the UNESCO Institute for Statistics, Hungary has a literacy rate of 99.7% for both males and females, which indicates that most of the population has basic reading and writing skills (UNESCO, Institute for Statistics, Literacy rate, adult total (% of people ages 15 and above), 2022).

4.12.7.4 Users of X out of Total Population

As mentioned above, there were 615,000 active X users in Hungary as of 2022, which represents around 6.3% of the total population (Datareportal, Digital 2022: Hungary., 2022).

4.12.8 Malta

4.12.8.1 Renowned

Malta is renowned for its stunning Mediterranean landscapes, rich history, architecture, and cultural heritage. It is also known for its language, Maltese, which is the only Semitic language

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

written in the Latin alphabet (Encyclopædia Britannica., Malta. In Encyclopædia Britannica., 2022).

4.12.8.2 Users of X

According to the 2022 Digital 2022 report by (Datareportal, Digital 2022: Malta., 2022), there were 138,000 active X users in Malta as of 2022, which represents around 31.3% of the total population.

4.12.8.3 Literacy Rate

According to the UNESCO Institute for Statistics, Malta has a literacy rate of 100%, which is one of the highest rates in the world. This indicates that the entire population has basic reading and writing skills (UNESCO Institute for Statistics., Literacy rate, adult total (% of people ages 15 and above). , 2022).

4.12.8.4 Users of X out of Total Population

As mentioned above, there were 138,000 active X users in Malta as of 2022, which represents around 31.3% of the total population (Datareportal, Digital 2022: Malta., 2022).

4.12.9 Poland

4.12.9.1 Renowned

Poland is renowned for its rich history, beautiful architecture, traditional cuisine, and cultural heritage. It is also known for its contribution to science, literature, and the arts, including renowned composers such as Fryderyk Chopin and film director Roman Polanski (Encyclopædia Britannica., Poland. In Encyclopædia Britannica., 2022).

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.9.2 Users of X

According to the 2022 Digital 2022 report by (Datareportal, Digital 2022: Poland. Retrieved from , 2022), there were approximately 4.6 million active X users in Poland as of 2022, which represents around 12.1% of the total population (UNESCO Institute for Statistics., Literacy rate, adult total (% of people ages 15 and above), 2022).

4.12.9.3 Literacy Rate

According to the UNESCO Institute for Statistics, Poland has a literacy rate of 99.8% as of 2022, which indicates that the majority of the population has basic reading and writing skills.

4.12.9.4 Users of X out of Total Population

As mentioned above, there were approximately 4.6 million active X users in Poland as of 2022, which represents around 12.1% of the total population (Datareportal, Digital 2022: Poland. Retrieved from , 2022).

4.12.10 Portugal

4.12.10.1 Renowned

Portugal is renowned for its beautiful beaches, rich history, cultural heritage, and its contribution to the arts, including renowned writers such as Fernando Pessoa and José Saramago, and musicians such as fado singer Amália Rodrigues (Encyclopædia Britannica., Portugal. In Encyclopædia Britannica., 2022).

4.12.10.2 Users of X

According to the 2022 Digital 2022 report by (Datareportal, Digital 2022: Portugal. Retrieved from , 2022), there were approximately 3.8 million active X users in Portugal as of 2022, which represents around 37.3% of the total population.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.10.3 Literacy Rate

According to the UNESCO Institute for Statistics, Portugal has a literacy rate of 94.9% as of 2022, which indicates that most of the population has basic reading and writing skills (UNESCO Institute for Statistics., Literacy rate, adult total (% of people ages 15 and above), 2022).

4.12.10.4 Users of X out of Total Population

As mentioned above, there were approximately 3.8 million active X users in Portugal as of 2022, which represents around 37.3% of the total population (Datareportal, Digital 2022: Portugal. Retrieved from , 2022).

4.12.11 Italy

4.12.11.1 Renowned

Italy is renowned for its rich history, cultural heritage, beautiful architecture, fashion, and art. Italy has produced some of the world's most renowned artists, such as Leonardo da Vinci, Michelangelo, and Raphael, as well as famous musicians like Luciano Pavarotti and Andrea Bocelli (Encyclopædia Britannica., In Encyclopædia Britannica, 2022)

4.12.11.2 Users of X

According to the 2022 Digital 2022 report by Datareportal, there were approximately 13.5 million active X users in Italy as of 2022, which represents around 22.3% of the total population.

4.12.11.3 Literacy Rate

According to the UNESCO Institute for Statistics, Italy has a literacy rate of 99.2% as of 2022, which indicates that the majority of the population has basic reading and writing skills (UNESCO Institute for Statistics., Italy. In UIS Statistics., 2022)

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.11.4 Users of X out of Total Population

As mentioned above, there were approximately 13.5 million active X users in Italy as of 2022, which represents around 22.3% of the total population (Datareportal, Italy: Number of social network users. In Digital 2022., 2022)

4.12.12 Denmark

4.12.12.1 Renowned

Denmark is renowned for its high standard of living, sustainability, design, and innovation. The country is also well-known for its influential thinkers and writers, such as Søren Kierkegaard and Hans Christian Andersen (Encyclopædia Britannica., Denmark. In Encyclopædia Britannica., 2022)

4.12.12.2 Users of X

According to the 2022 Digital 2022 report by Datareportal, there were approximately 1.1 million active X users in Denmark as of 2022, which represents around 19.2% of the total population.

4.12.12.3 Literacy Rate

According to the UNESCO Institute for Statistics, Denmark has a literacy rate of 100% as of 2022, which indicates that the entire population has basic reading and writing skills (UNESCO Institute for Statistics., Denmark. In UIS Statistics., 2022)

4.12.12.4 Users of X out of Total Population

As mentioned above, there were approximately 1.1 million active X users in Denmark as of 2022, which represents around 19.2% of the total population (Datareportal, Denmark: Number of social network users. In Digital 2022., 2022)

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.13 Netherlands

4.12.13.1 Renowned

The Netherlands is renowned for its cycling culture, tulips, windmills, cheese, and artistic heritage. The country has produced some of the world's most renowned artists, such as Vincent van Gogh and Rembrandt van Rijn (Encyclopædia Britannica., Netherlands. In Encyclopædia Britannica., 2022)

4.12.13.2 Users of X

According to the 2022 Digital 2022 report by Datareportal, there were approximately 6.2 million active X users in the Netherlands as of 2022, which represents around 35.8% of the total population.

4.12.13.3 Literacy Rate

According to the UNESCO Institute for Statistics, the Netherlands has a literacy rate of 100% as of 2022, which indicates that the entire population has basic reading and writing skills (UNESCO Institute for Statistics., Netherlands. In UIS Statistics., 2022)

4.12.13.4 Users of X out of Total Population

As mentioned above, there were approximately 6.2 million active X users in the Netherlands as of 2022, which represents around 35.8% of the total population (Datareportal, Netherlands: Number of social network users. In Digital 2022. Retrieved from , 2022)

4.12.14 Austria

4.12.14.1 Renowned

Austria is renowned for its rich cultural heritage, including classical music, art, and architecture. The country has produced some of the world's most renowned composers, such as

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Wolfgang Amadeus Mozart, Johann Strauss II, and Franz Schubert. Austria is also well-known for its winter sports and stunning alpine scenery (Encyclopædia Britannica., Austria. In Encyclopædia Britannica. Retrieved from , 2022)

4.12.14.2 Users of X

According to the 2022 Digital 2022 report by Datareportal, there were approximately 1.1 million active X users in Austria as of 2022, which represents around 12.2% of the total population.

4.12.14.3 Literacy Rate

According to the UNESCO Institute for Statistics, Austria has a literacy rate of 99% as of 2022, which indicates that the majority of the population has basic reading and writing skills (UNESCO Institute for Statistics., Austria. In UIS Statistics., 2022)

4.12.14.4 Users of X out of Total Population

As mentioned above, there were approximately 1.1 million active X users in Austria as of 2022, which represents around 12.2% of the total population (Datareportal, Austria: Number of social network users. In Digital 2022., 2022)

4.12.15 Belgium

4.12.15.1 Renowned

Belgium is renowned for its chocolate, waffles, beer, and fries. The country is also known for its contribution to the arts, particularly in the field of surrealist painting, with artists such as René Magritte and Paul Delvaux. Belgium is also home to several world-renowned comic book artists, including Hergé and Peyo (Encyclopædia Britannica., Belgium. In Encyclopædia Britannica., 2022)

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.12.15.2 Users of X

According to the 2022 Digital 2022 report by Datareportal, there were approximately 3.3 million active X users in Belgium as of 2022, which represents around 28.5% of the total population.

4.12.15.3 Literacy Rate

According to the UNESCO Institute for Statistics, Belgium has a literacy rate of 99% as of 2022, which indicates that the majority of the population has basic reading and writing skills (UNESCO Institute for Statistics., Belgium. In UIS Statistics. Retrieved from , 2022)

4.12.15.4 Users of X out of Total Population

As mentioned above, there were approximately 3.3 million active X users in Belgium as of 2022, which represents around 28.5% of the total population (Datareportal, Belgium: Number of social network users. In Digital 2022., 2022)

4.13 Data Collection Methods

Following are the highlighted points of methodology through which the data is collected:

- Functionalism, interpretivism, and Positivism
- Research Paradigm (Justification for Interpretivism)
- Research Approach (Induction for Development for Research Framework)
- Research Methods (Justification for Qualitative Data Collection and Analysis Method)
- Justification of Data Collection and Analysis Tools

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.13.1 Functionalism

Functionalism is a theoretical approach that views society as a complex system of interrelated parts that work together to promote stability and order. While functionalism is often applied to the study of social institutions, it can also be used to understand how social media platforms, such as X, function and how individuals interact within them. In the context of this research, functionalism may help to understand the role of X in shaping the image of Saudi Arabia in Europe.

4.13.2 Interpretivism

Interpretivism is a research paradigm that emphasizes the importance of subjective experiences and meanings in the interpretation of social phenomena. In the context of this research, interpretivism may be used to understand how individuals in Europe interpret and make sense of the image of Saudi Arabia on X. By exploring the subjective experiences and meanings associated with tweets about Saudi Arabia, interpretivism can provide a more nuanced understanding of the image of Saudi Arabia in Europe.

4.13.3 Positivism

Positivism is a research paradigm that emphasizes the use of scientific methods to test hypotheses and uncover objective truths about the social world. While positivism may not be the most appropriate research paradigm for this study, it could be used to investigate certain aspects of the image of Saudi Arabia on X, such as the frequency of certain keywords or the reach of tweets by influential users.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

4.14 Research Paradigm

The research paradigm for this study is interpretivism. This is because the research question seeks to understand the subjective experiences and meanings associated with the image of Saudi Arabia on X. Interpretivism is well-suited to explore the subjective experiences and meanings that individuals in Europe attach to tweets about Saudi Arabia.

4.15 Research Approach

The present study employs an inductive research approach. The methodology entails constructing a research framework that is grounded on the data obtained from X, as opposed to commencing with preconceived theories or hypotheses. The utilisation of an inductive methodology enables a more profound comprehension of the perception of Saudi Arabia in Europe via X, without being limited by preconceived theories or presumptions.

Determine the research goals. The initial step involves the identification of the research objectives. The aim of this study is to comprehend the perception of Saudi Arabia in the European region via the utilisation of X. Our research objectives will be clearly defined and articulated.

The formulation of research questions will be undertaken in accordance with the research objectives, with the aim of facilitating the attainment of the research goals. Possible academic rewrite: One potential inquiry is: Which terms are frequently employed in European X conversations about Saudi Arabia? What is the emotional tone conveyed by these tweets? Which X users hold the most influence in Europe when discussing Saudi Arabia?

The data collection methodology entails the examination of pre-existing data on the X platform. To gather data on tweets referencing Saudi Arabia originating from Europe, it will be necessary to employ a tool such as X Advanced Search or a social media analytics platform.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In order to conduct a comprehensive analysis of the data obtained from X, it is necessary to establish variables that will serve as the basis for data collection. Potential variables that could be considered are sentiment, topic, geographical location, and level of user influence. We shall ensure that the variables are appropriately defined and pertinent to our research inquiries.

Upon data collection, it is imperative to conduct a thorough analysis utilising suitable statistical methodologies. The process may entail utilising software such as SPSS or employing Excel to compute fundamental statistical measures like frequency and percentage.

Ultimately, conclusions will be derived from the examination and interpretation of the gathered data. What insights can be gleaned from the data regarding the perception of Saudi Arabia in Europe? How does this compare to the extant body of literature and research pertaining to the subject matter?

4.16 Data Collection Tools

The present study suggests the utilisation of X Advanced Search or social media analytics tools, such as Brandwatch or Talkwalker, to gather data pertaining to tweets referencing Saudi Arabia and originating from Europe. The instruments possess the subsequent benefits:

The user-friendly nature of X Advanced Search and social media analytics tools renders them accessible to users without requiring significant technical proficiency.

In terms of cost-effectiveness, X Advanced Search is a no-cost option, whereas social media analytics tools provide a variety of pricing alternatives to accommodate diverse financial plans.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The availability of substantial data: X is a prevalent social media platform, thereby providing a plethora of data for analytical purposes. Social media analytics tools facilitate the accumulation of substantial quantities of data from various origins, which can be advantageous in acquiring a comprehensive comprehension of the perception of Saudi Arabia in Europe on the X platform.

To conduct an analysis of the gathered data, we recommend utilising SPSS for statistical analysis and visualisation purposes, or alternatively, Excel for the computation of fundamental statistical measures such as frequency and percentage. These instruments possess the subsequent benefits:

SPSS provides a diverse array of statistical analysis and visualisation capabilities, enabling the execution of intricate and advanced data analysis.

Excel is a tool that is widely accessible and user-friendly, rendering it a viable option for researchers who lack familiarity with more specialised statistical software. Its ease of use is a notable advantage.

The open-source nature of SPSS programming languages facilitates code sharing and replication, thereby enhancing the transparency and reproducibility of research outcomes.

In this study, the utilisation of X Advanced Search or a social media analytics tool for data acquisition, and SPSS or Excel for data interpretation would be deemed appropriate due to their cost-effectiveness, user-friendliness, and capacity to gather and analyse substantial amounts of data in a versatile and transparent manner.

The conceptual framework for this thesis is based on the social cognitive theory, which posits that people's thoughts, feelings, and behaviors are influenced by their social environment.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The framework suggests that social media use can have a direct impact on adolescent mental health through a variety of mechanisms, including:

- **Social comparison:** Adolescents may compare themselves to others on social media, which can lead to feelings of inadequacy and low self-esteem.
- **Cyberbullying:** Adolescents may be bullied or harassed on social media, which can lead to emotional distress and anxiety.
- **Addiction:** Adolescents may become addicted to social media, which can lead to problems with sleep, relationships, and academic performance.

4.17 Conceptual framework

The conceptual framework also suggests that the relationship between social media use and adolescent mental health may be moderated by other factors, such as age, gender, and socioeconomic status. For example, younger adolescents may be more vulnerable to the negative effects of social media use than older adolescents. Additionally, girls may be more likely than boys to experience cyberbullying and social comparison on social media.

The image of Saudi Arabia in Europe is complex and multifaceted, and it has been shaped by a variety of factors, including historical events, media coverage, and personal experiences. X is a valuable tool for understanding the image of Saudi Arabia in Europe, as it provides a platform for Europeans to share their thoughts and opinions on the country.

The conceptual framework serves as a pivotal component of this research, offering a structured lens through which the study's foundational concepts are explored and understood. Its

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

significance is underscored by the need to delve deep into various theories that shape the research's direction and outcomes.

In the realm of theory courses, several theories have been meticulously explored to provide a robust foundation for this research. **Functionalism**, for instance, offers a comprehensive overview of societal structures and their influence on perceptions. Its primary tenets shed light on the intricate web of societal interactions and their implications. On the other hand, **Interpretivism** emphasizes the importance of subjective realities. This theory, with its focus on individual perceptions and sentiments, becomes instrumental in deciphering the nuanced layers of individual experiences and their interpretations in the broader context of the research. Lastly, **Positivism** brings to the fore the significance of empirical and observable phenomena. While its direct application in this research might be limited, its overarching principles provide a contrasting perspective, enriching the research's theoretical landscape.

Drawing insights from completed dissertations and doctoral studies further strengthens the research's theoretical foundation. A thorough examination of relevant academic pursuits that have employed similar theories offers invaluable insights. These studies, with their diverse findings and methodologies, influence the current research's trajectory, providing both a historical context and a contemporary perspective. A comparative analysis of these studies elucidates the evolution of these theories in academic circles, highlighting their adaptability and relevance.

Encyclopedias and handbooks serve as reservoirs of knowledge, offering both foundational and advanced concepts pertinent to research. By delving into recognized encyclopedias and handbooks, the research ensures a comprehensive understanding of terminologies and concepts, eliminating ambiguities. Moreover, these sources aid in identifying gaps or less explored areas in

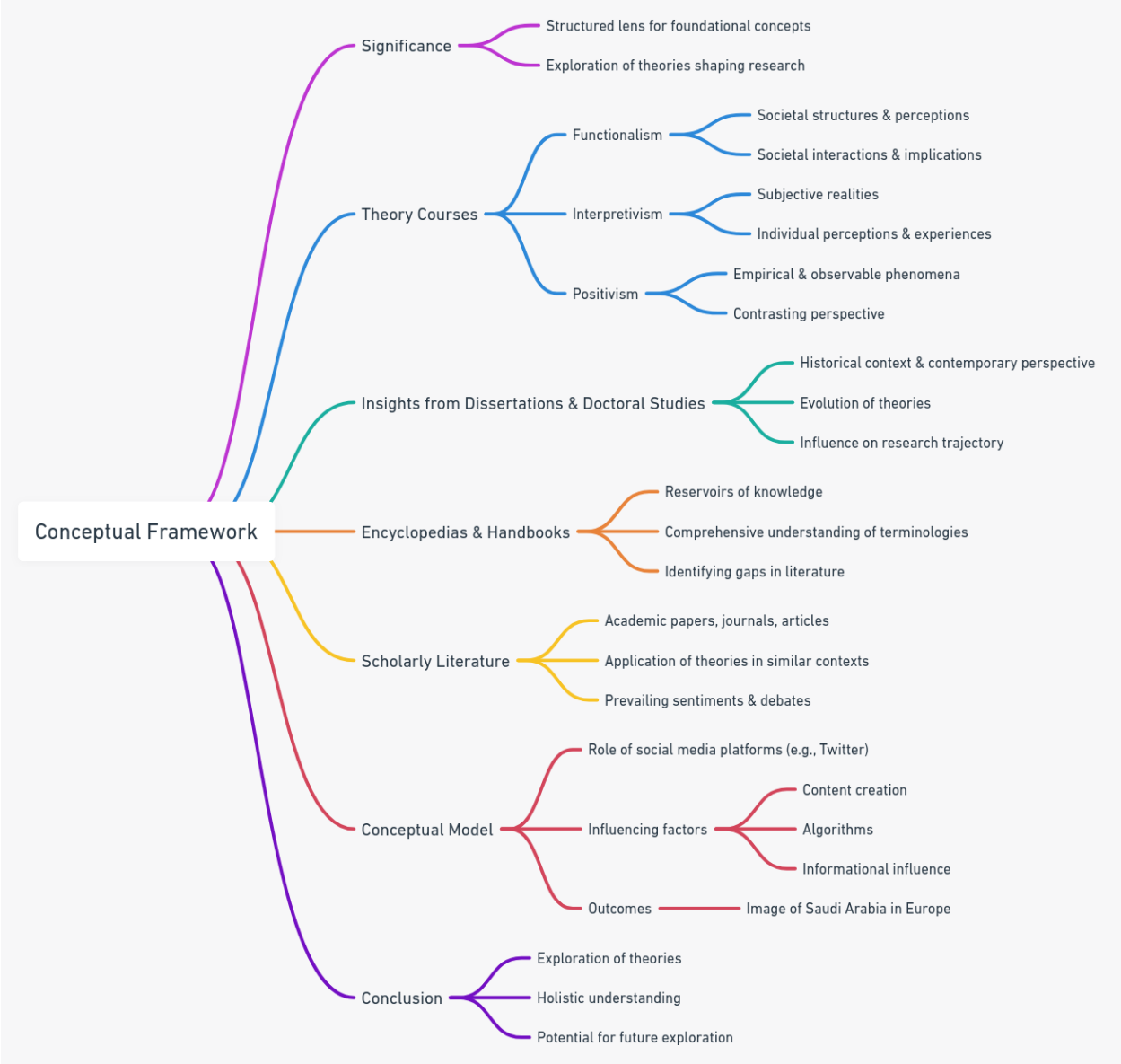
USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the literature, presenting unique opportunities for the current research to venture into uncharted territories.

The scholarly literature on the topic, encompassing academic papers, journals, and articles, provides a rich tapestry of knowledge. A detailed analysis of this literature reveals the myriad ways these theories have been applied in similar research contexts. The academic community's prevailing sentiments, debates, and discussions offer a kaleidoscopic view of the topic, enriching the research with diverse perspectives and interpretations.

To encapsulate the intricate relationships between key variables, a conceptual model is presented. This visual representation elucidates the role of social media platforms, especially X, and the myriad factors influencing them, such as content creation, algorithms, and informational influence. The outcomes, primarily focusing on the image of Saudi Arabia in Europe, are also highlighted. Annotations accompanying the model ensure clarity and comprehensive understanding.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



The provided information outlines the research methodology for a study that aims to understand the influence of social media, specifically X, on shaping the image of Saudi Arabia in European countries. The image above is own elaboration. In the European perceptions of Saudi Arabia on X

4.17.1 France Perspective

- **Objective**: Investigate European perceptions of Saudi Arabia using X data.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- **Key Findings**:
    - **Themes on X**: Political developments (18%), social and cultural aspects (17%), economic matters (14%), human rights issues (14%), and Saudi Arabian international relations (12%).
    - **Sentiment Analysis**: Diverse opinions (29%), potential cultural biases (34%), awareness of Saudi politics (19%), and influence of regional events (18%).
    - **Factors Influencing Sentiment**: News and media coverage (23%), political actions of Saudi Arabia (18%), socio-cultural understanding (22%), economic ties (17%), and general opinion towards Islam and Middle Eastern countries (20%).
    - **Image on X vs. Official Messaging**: X is more critical (38%), highlights controversial issues (26%), and might be shaped by firsthand experiences (17%). Official messaging tends to focus on positive aspects (19%).
    - **Variation Across Europe:** Historical and political relations (21%), language barriers (28%), cultural and religious diversity (23%), and geopolitical factors (28%).
    - **Knowledge Management Strategies:** Engage with influencers (22%), use social media analytics (21%), collaborate with European entities (22%), share success stories (15%), and encourage dialogue (20%).

4.17.2 Germany Perspective

- **Objective**: Examine the perception of Saudi Arabia in Germany through X interactions.
- **Key Findings**:

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- **Themes on X**: Economic partnerships (20%), political dynamics (15%), cultural exchanges (18%), human rights concerns (12%), and Saudi Arabian global initiatives (15%).
- **Sentiment Analysis**: Mixed views (25%), cultural misunderstandings (30%), knowledge of Saudi reforms (20%), and reflections on regional geopolitics (25%).
- **Factors Influencing Sentiment**: Media narratives (22%), Germany-Saudi bilateral relations (20%), societal values (23%), economic interests (18%), and general sentiments towards the Middle East (17%).
- **Image on X vs. Official Messaging**: X showcases more skepticism (35%), emphasizes contentious topics (24%), and is influenced by global events (16%). Official communications highlight collaborations (25%).
- **Variation Across Europe**: Past historical interactions (20%), linguistic nuances (27%), cultural appreciation (26%), and strategic interests (27%).
- **Knowledge Management Strategies**: Foster cultural exchanges (23%), leverage data insights (20%), strengthen diplomatic ties (22%), promote positive narratives (18%), and initiate public diplomacy (17%).

4.17.3 Italy Perspective

- **Objective**: Understand how Italy perceives Saudi Arabia by analyzing X content.
- **Key Findings**:
  - **Themes on X**: Trade and investment (22%), cultural appreciation (16%), political stances (13%), human rights dialogues (14%), and Saudi's global roles (15%).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

- **Sentiment Analysis**: Varied perspectives (28%), cultural admiration (29%), cognizance of Saudi initiatives (18%), and regional geopolitics' impact (25%).
- **Factors Influencing Sentiment**: Media portrayal (21%), Italy-Saudi historical ties (19%), societal norms (24%), trade relations (20%), and broader European views on the Middle East (16%).
- **Image on X vs. Official Messaging**: X presents a balanced view (33%), touches upon sensitive issues (22%), and reflects on global happenings (20%). Official channels emphasize mutual benefits (25%).
- **Variation Across Europe**: Historical ties (23%), language and communication (25%), mutual cultural respect (27%), and geopolitical considerations (25%).
- **Knowledge Management Strategies**: Enhance cultural diplomacy (21%), utilize advanced analytics (19%), bolster economic partnerships (23%), spotlight positive stories (18%), and engage in constructive dialogues (19%).

The research underscores the multifaceted nature of perceptions towards Saudi Arabia across different European nations. While there are common themes, each country has its unique set of influences and sentiments, shaped by historical, cultural, economic, and political factors. The insights derived from this study can guide diplomatic and communication strategies to foster better understanding and collaboration between Saudi Arabia and European countries.

4.18 Research Justification

A key consideration in this research was selecting a data timeframe that would reliably represent contemporary discussions regarding Saudi Arabia on Twitter/X. At the outset of the

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

investigation, 2022 emerged as the most recent, complete dataset available, serving as the primary reference point when the study began. This choice ensured that the data captured ongoing debates and sentiments rooted in fresh developments, rather than fragments that might have been skewed by incomplete or transitional information from earlier or later periods.

Additionally, the year 2022 was notable in terms of Saudi Arabia's international engagements. Significant social reforms, expanded tourism campaigns, and global sports partnerships stirred intense discourse on social media throughout that year. Focusing on 2022 thus provided a fertile ground for robust sentiment analysis and qualitative inquiry, capturing critical spikes and shifts in user opinions as they occurred in real time. By consolidating data from a single year, the study was able to trace how individual events shaped broader narratives regarding Saudi Arabia's image in Europe.

A further advantage of concentrating on 2022 was its relative stability compared to the upheavals of earlier pandemic phases and the substantial platform changes in 2023. This more settled environment enabled clearer identification of specific drivers behind discussion peaks or drops across European Twitter/X communities. From a methodological standpoint, using one cohesive year of data allowed for in-depth comparisons of tweet activity around major events, bolstering the consistency and reliability of the findings.

Moreover, anchoring the research in 2022 aligns with the interpretivist commitment to understanding user perspectives in a well-defined context. Because the investigation was launched with 2022 data as its benchmark, the analysis benefits from a unified reference point: it captures how European users interpreted Saudi Arabia's official narratives, global partnerships, and cultural initiatives within a manageable time scope. This approach both offers a contemporary snapshot of

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

discussions and provides a robust foundation for drawing nuanced conclusions about how digital dialogues shape—and are shaped by—international perceptions.

One potential source of confusion stems from the fact that two date ranges appear in different parts of the study. Specifically, one section mentions data collection spanning from January 2022 to December 2023, while another indicates that the period of analysis extends until April 2024. To clarify, the **primary dataset**—that is, the actual tweets gathered for this investigation—covers publicly accessible posts from January 2022 through December 2023. These months provided a comprehensive, cohesive window in which to capture a full cycle of discussions, major events, and seasonal variations. This initial data-gathering interval was chosen because it contained sufficient recent and representative content, aligning with the study's aim to present up-to-date reflections of Saudi Arabia's perception in Europe.

Meanwhile, the **period of analysis** (January 2022 to April 2024) reflects the broader timeline during which the researcher continued to monitor, cross-check, and contextualize the data. Even though the actual tweet collection ended in December 2023, extending the analytical phase into early 2024 allowed for deeper examination of trends detected in the dataset, as well as an opportunity to incorporate any post-collection developments (e.g., official clarifications, platform updates, or related geopolitical events) that helped interpret the 2022–2023 data more accurately. Thus, while the tweet sample itself stops at December 2023, the subsequent months were used to conduct rigorous comparative analyses, finalize interpretations, and ensure a thorough integration of findings within the evolving global context.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

USC
UNIVERSIDADE
DE SANTIAGO
DE COMPOSTELA

CHAPTER 5 DATA ANALYSING AND FINDINGS

5.1 France Perspective

The primary objective of this study was to investigate the perceptions of European individuals towards Saudi Arabia through the utilization of the social media platform, X. The research conducted in France encompassed a diverse array of subjects, emotions, and factors that exerted influence, while also highlighting discrepancies with official narratives and variations among European countries. The interpretation of the findings aims to uncover the primary themes, prevailing attitudes, factors influencing opinion formation, and effective strategies for managing information that have the potential to positively influence European perspectives.

5.1.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

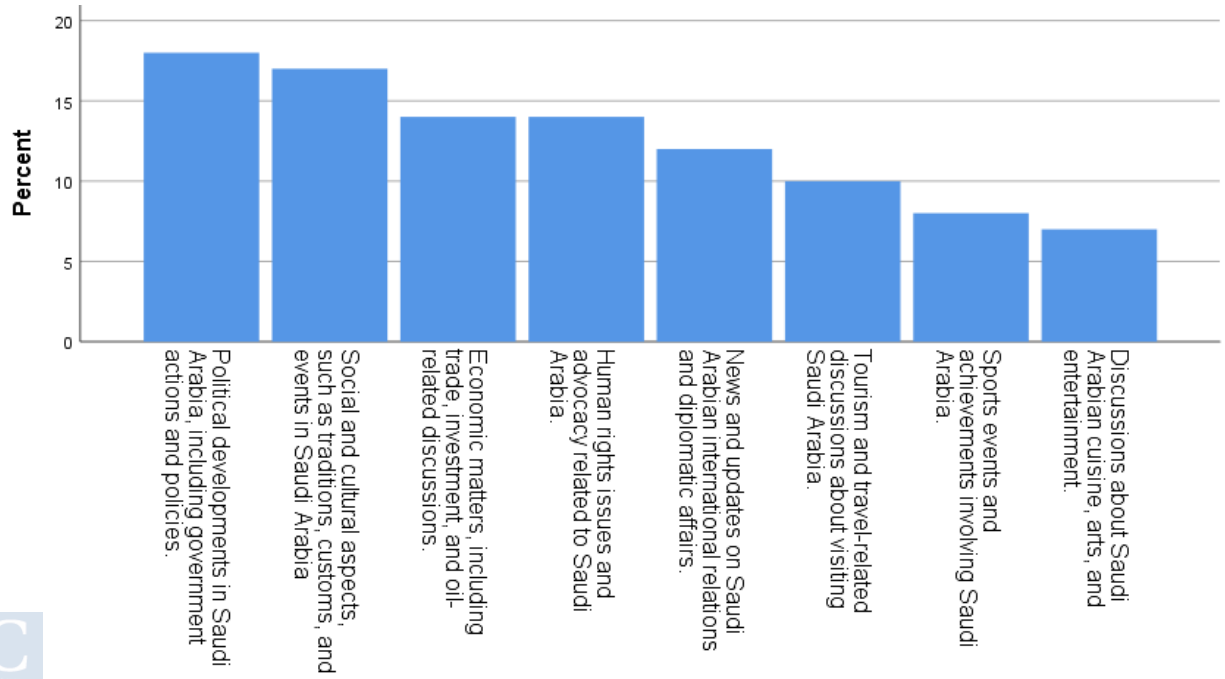
Table 1: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	18	18.0	18.0	18.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	17	17.0	17.0	35.0
Economic matters, including trade, investment, and oil-related discussions.	14	14.0	14.0	49.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Human rights issues and advocacy related to Saudi Arabia.	14	14.0	14.0	63.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	12	12.0	12.0	75.0
Tourism and travel-related discussions about visiting Saudi Arabia.	10	10.0	10.0	85.0
Sports events and achievements involving Saudi Arabia.	8	8.0	8.0	93.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Figure 5: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The poll indicates that X discussions in Europe give equal attention to the political and sociocultural aspects of Saudi Arabia. The subject matter that was most frequently raised for discussion, accounting for 18% of the total, pertained to political events occurring in Saudi Arabia. This observation implies that there is a frequent occurrence of discussions among European X users regarding the policies implemented by the Saudi government and the subsequent impacts they have on both the local region and the global context.

European X users (17%) also find the social and cultural aspects of Saudi Arabia intriguing. This observation highlights the necessity for acquiring knowledge pertaining to the local culture, as well as the aspiration to dismantle societal divisions among individuals from diverse backgrounds within the country.

5.1.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

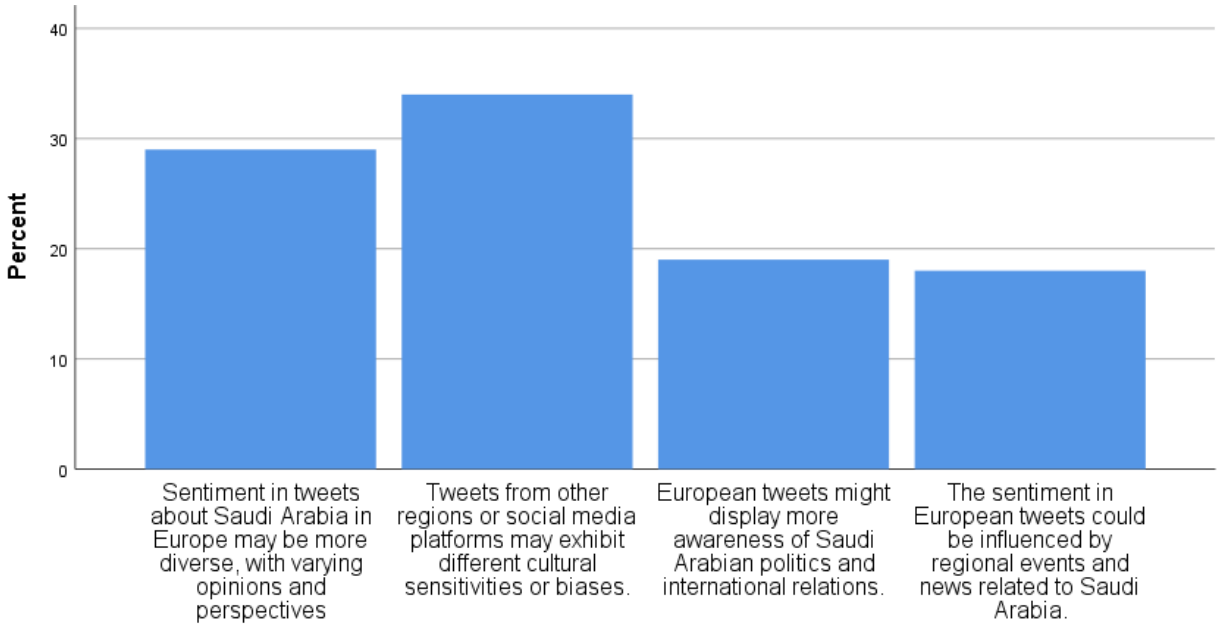
Table 2: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	29	29.0	29.0	29.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	34	34.0	34.0	63.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

European tweets might display more awareness of Saudi Arabian politics and international relations.	19	19.0	19.0	82.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Figure 6: Source: Own elaboration.



The poll findings indicate that a diverse array of perspectives (29%) is evident in European tweets pertaining to Saudi Arabia. This observation underscores the wide range of perspectives

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

held by European X users regarding their respective countries, a phenomenon that can be influenced by factors such as media representations and personal encounters.

Additionally, it has been found that a significant proportion (34 percent) of tweets originating from different geographical locations or social media platforms may exhibit cultural sensitivity or biases. This highlights the necessity of considering cultural variables when examining Europeans' tweets regarding Saudi Arabia.

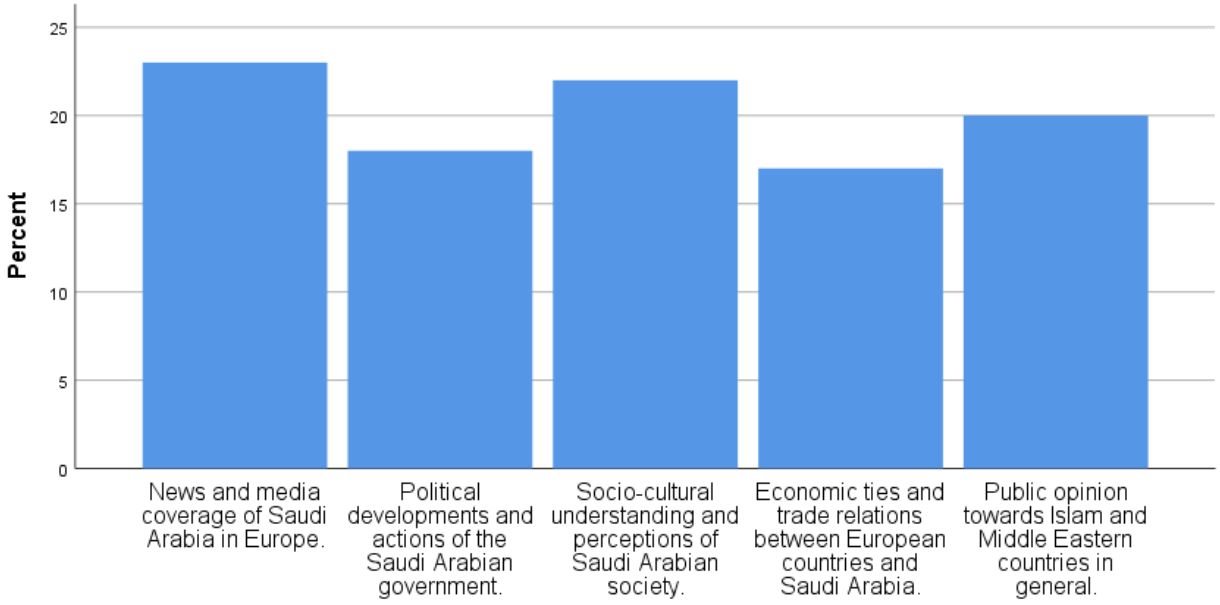
5.1.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

Table 3: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	23	23.0	23.0	23.0
Political developments and actions of the Saudi Arabian government.	18	18.0	18.0	41.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	22	22.0	22.0	63.0
Economic ties and trade relations between European countries and Saudi Arabia.	17	17.0	17.0	80.0
Public opinion towards Islam and Middle Eastern countries in general.	20	20.0	20.0	100.0
Total	100	100.0	100.0	

USC DE SANTIAGO DE COMPOSTELA

Figure 7: Source: Own elaboration.



There are several variables that influence the content of Europeans' tweets regarding Saudi Arabia. According to a survey, a significant proportion of Europeans, specifically 23%, indicated that their perceptions of Saudi Arabia were influenced by the news and media coverage they encountered. The platform's operations are subject to the influence of political events and the actions undertaken by the government of Saudi Arabia, accounting for 18% of its overall impact.

The perception of Saudi Arabia among X users in Europe is shaped by their sociocultural knowledge and impressions of the country, accounting for 22% of the influence. This suggests the potential significance of cultural interactions and education in disseminating a more nuanced and knowledgeable perspective.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

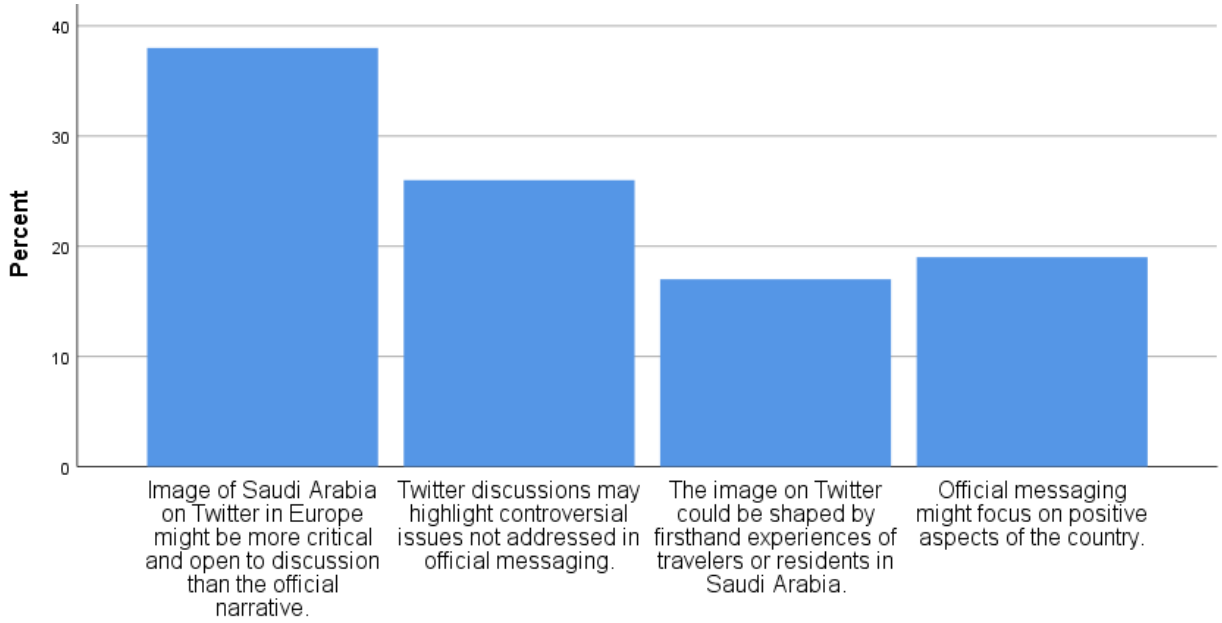
5.1.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

Table 4: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	38	38.0	38.0	38.0
X discussions may highlight controversial issues not addressed in official messaging.	26	26.0	26.0	64.0
The image on X could be shaped by firsthand experiences of travellers or residents in Saudi Arabia.	17	17.0	17.0	81.0
Official messaging might focus on positive aspects of the country.	19	19.0	19.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 8: Source: Own elaboration.



The findings of the study indicate that Europeans' perception of Saudi Arabia on the social media platform X exhibits a greater level of complexity and receptiveness to criticism compared to the official narrative, as reported by 38% of the respondents. The utilization of tweets (26%) provides a platform to delve into controversial subjects that may not be explicitly discussed in official communications. This observation demonstrates that individuals possess the capacity to express greater transparency and engage in more discerning analysis of governmental institutions through the medium of social media.

It is crucial to bear in mind that official communications may also emphasize the positive attributes of a country, accounting for 19% of the total. This observation implies that there may be a lack of complete alignment between the official narrative and the sentiments expressed by European X users.

5.1.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

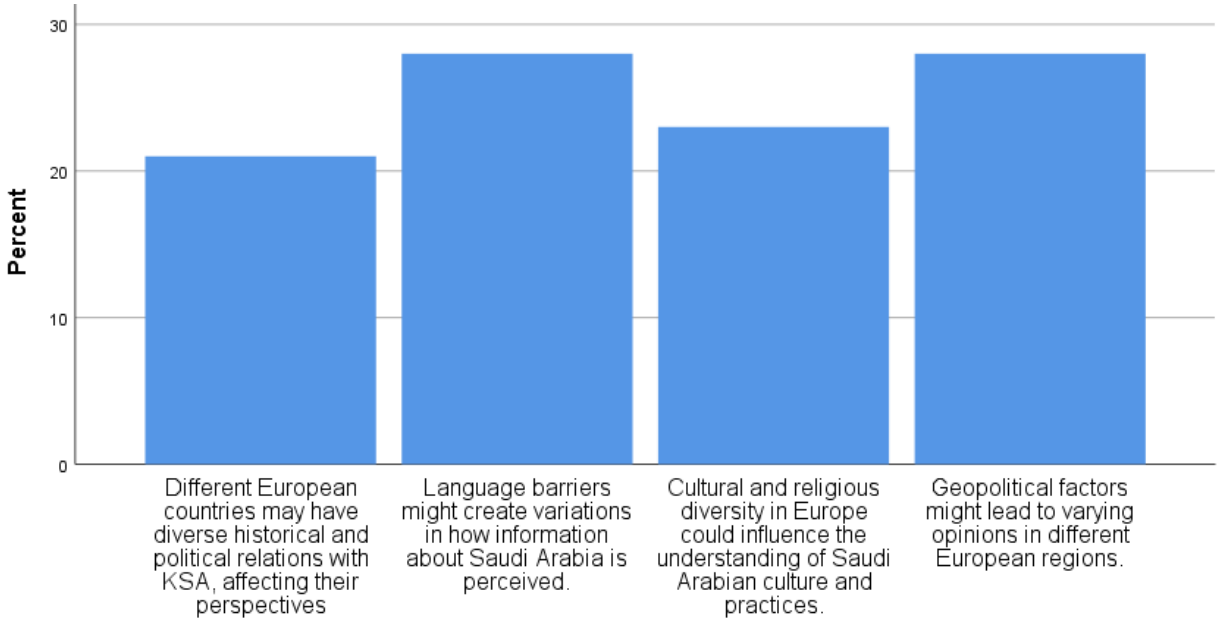
USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Table 5: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	21	21.0	21.0	21.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	28	28.0	28.0	49.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	23	23.0	23.0	72.0
Geopolitical factors might lead to varying opinions in different European regions.	28	28.0	28.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 9: Source: Own elaboration.



The findings of the study indicate that there exist divergent perceptions of Saudi Arabia on the social media platform X across various European countries. The varying historical backgrounds and political affiliations individuals possess significantly influence their perceptions of the Kingdom of Saudi Arabia, accounting for approximately 21% of the overall impact. Diverse perceptions of Saudi Arabia can be attributed, at least in part, to the presence of language barriers, accounting for approximately 28% of the variation.

The considerable prevalence of religious and cultural diversity in Europe, estimated at 23%, could potentially influence the perspectives held by Europeans towards Saudi Arabia. Diverse perspectives may be observed across Europe owing to geopolitical considerations, accounting for approximately 28% of the variation in opinions.

5.1.6 Possibilities of Knowledge Management Change Perspective of Europeans

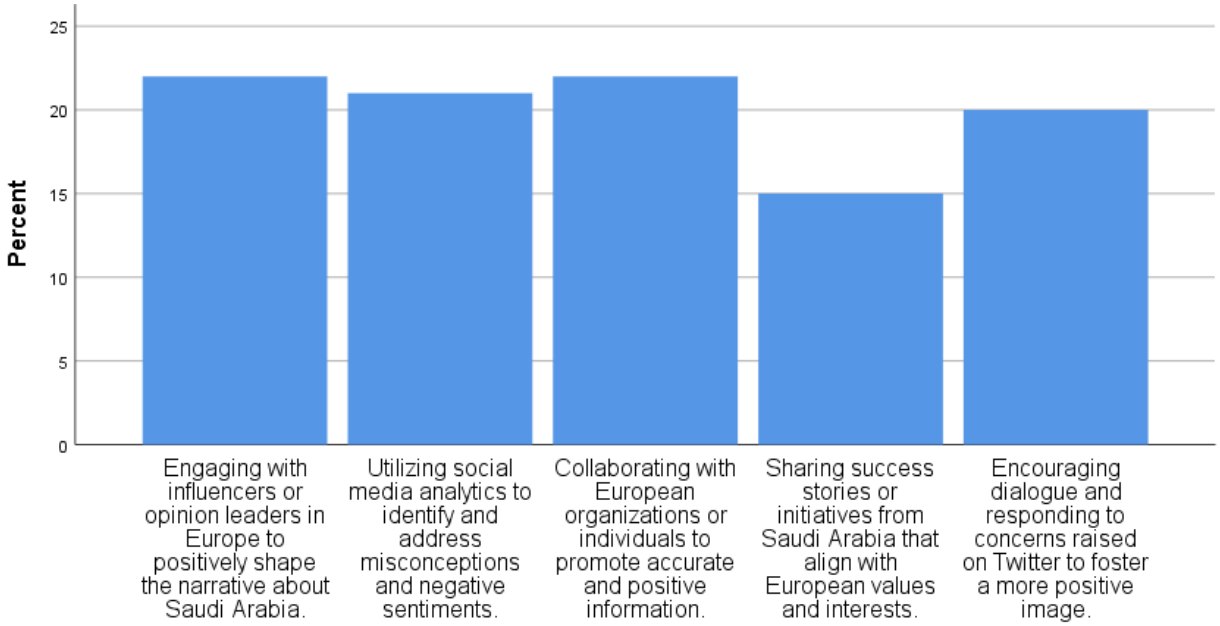
USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Table 6: Possibilities of Knowledge Management Change Perspective of Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	22	22.0	22.0	22.0
Utilizing social media analytics to identify and address misconceptions and negative sentiments.	21	21.0	21.0	43.0
Collaborating with European organizations or individuals to promote accurate and positive information.	22	22.0	22.0	65.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	15	15.0	15.0	80.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	20	20.0	20.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 10: Source: Own elaboration.



The findings of the research indicate several potential avenues through which information management can positively influence Europeans' perceptions of Saudi Arabia. In order to enhance the perception of Saudi Arabia, the government could potentially collaborate with European influencers and opinion leaders, thereby aiming to alter the prevailing narrative in that region, as indicated by 22% of respondents.

Furthermore, the utilization of social media analytics can serve as a means to counteract misleading narratives concerning Saudi Arabia by effectively identifying and addressing misconceptions and unfavorable perceptions, as indicated by a study which found that this approach accounted for 21% of the overall response. Collaboration with European organizations or individuals in disseminating accurate and reliable information may yield a notable enhancement of 22% in comprehension and cooperation.

In order to mitigate cultural disparities and foster positive attitudes, Saudi Arabia could consider sharing success stories or projects (15%) that align with European values and interests.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The organization demonstrates a commitment to engaging in productive interactions with the European audience, as evidenced by its efforts to encourage discussions and address concerns raised on X, with the aim of enhancing its reputation in the region.

The findings of this study provide valuable insights into the perceptions of Saudi Arabia among individuals in Europe, as observed through the lens of X. The primary subjects of discourse encompass politics, society, culture, the economy, and human rights within the context of Saudi Arabia. The expression of diverse opinions on various subjects by X users can be attributed to the influence of media coverage, governmental actions, cultural consciousness, and both local and global events. European X users exhibit a propensity for engaging in discussions that transcend the confines of the official narrative. Various factors, including historical events, political dynamics, linguistic diversity, cultural practices, and geographical characteristics, collectively contribute to the formation of perceptions and attitudes among individuals residing in distinct European nations towards one another. The implementation of various strategies aimed at managing information, including engaging with opinion leaders, conducting social media analysis, and disseminating positive news, has the potential to exert a substantial influence on altering the perceptions of Europeans towards Saudi Arabia in a positive manner.

5.2 Spain

The purpose of this study is to understand how Saudi Arabia is seen in Spain by analysing tweets from the country's citizens. The results of a study of Spanish X users reveal patterns in terms of topics discussed, feelings expressed, variables affecting perceptions, comparisons with official message, differences across European nations, and possible tactics for information management to favorably affect Spanish viewpoints.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.2.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

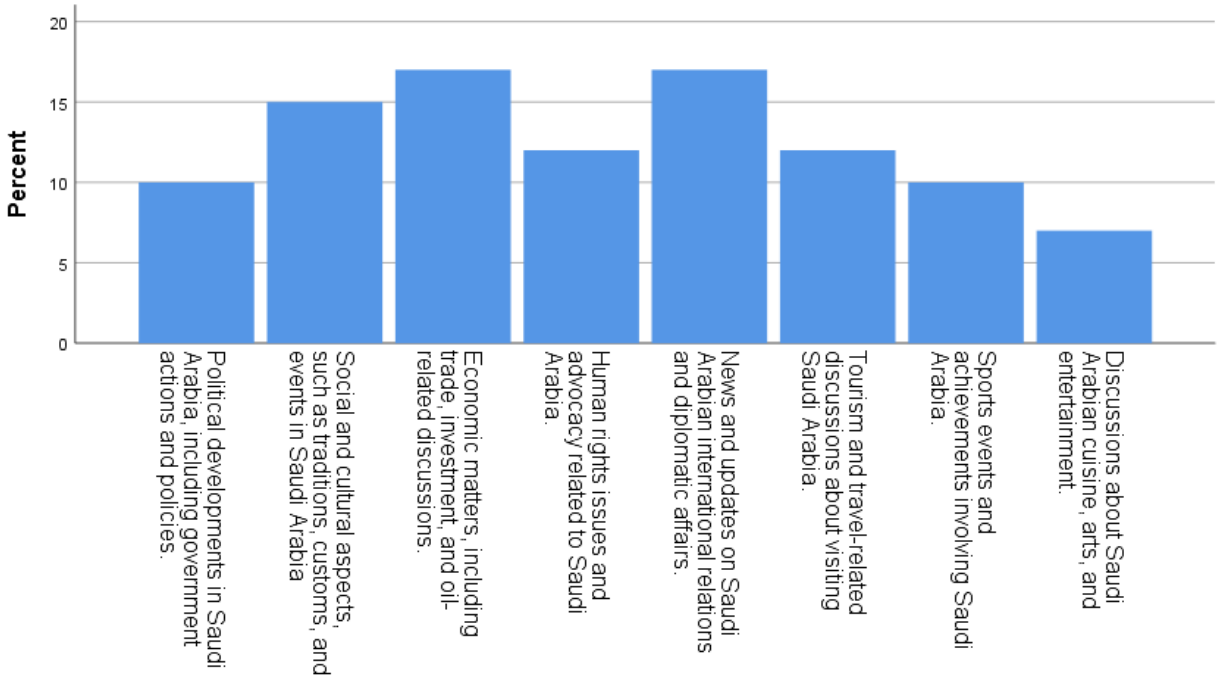
Table 7: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	10	10.0	10.0	10.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	15	15.0	15.0	25.0
Economic matters, including trade, investment, and oil-related discussions.	17	17.0	17.0	42.0
Human rights issues and advocacy related to Saudi Arabia.	12	12.0	12.0	54.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	17	17.0	17.0	71.0
Tourism and travel-related discussions about visiting Saudi Arabia.	12	12.0	12.0	83.0
Sports events and achievements involving Saudi Arabia.	10	10.0	10.0	93.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Discussions about Saudi Arabian cuisine, arts, and entertainment.	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Figure 11: Source: Own elaboration.



According to the results of the poll, tweets on Saudi Arabia include a wide range of subjects and issues. Seventeen percent of the coverage focused on economic issues including trade, investment, and energy. This demonstrates the significance of Spain and Saudi Arabia's economic links and the significance of financial changes affecting both countries.

In addition, 15% of the time was spent talking about social and cultural topics such Saudi traditions, customs, and recent occurrences. This may indicate that Spanish X users are interested in learning more about Spanish culture.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

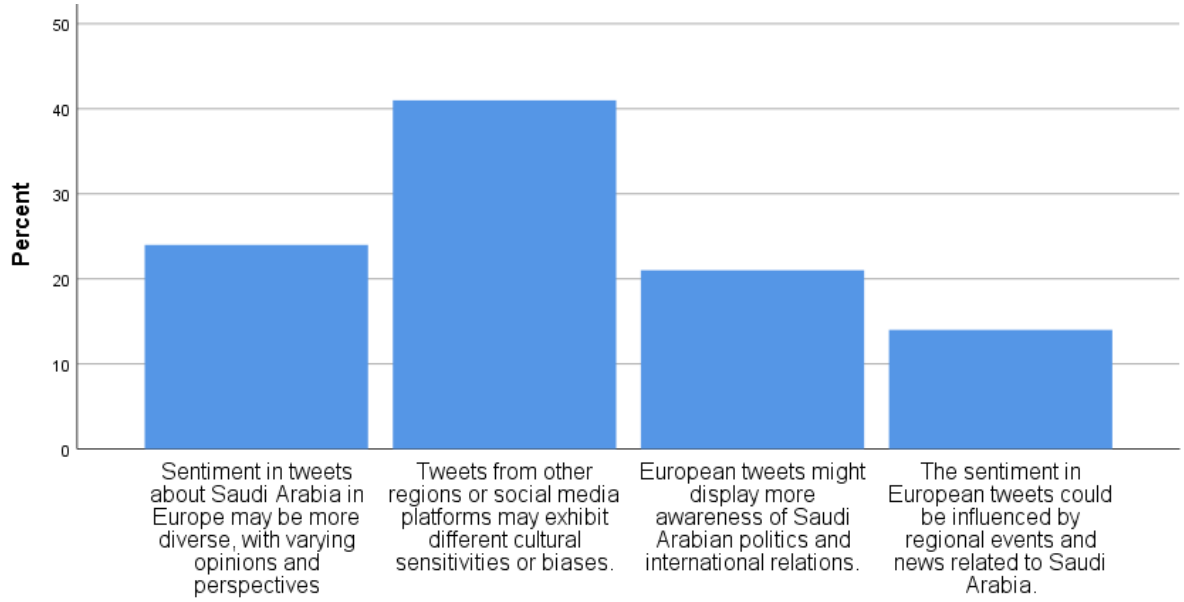
5.2.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 8: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	24	24.0	24.0	24.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	41	41.0	41.0	65.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	21	21.0	21.0	86.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	14	14.0	14.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 12: Source: Own elaboration.



According to the results, there is a wide range of thoughts and viewpoints (24%) expressed in European tweets on Saudi Arabia. This research exemplifies the cosmopolitan character of X by highlighting the wide range of opinions expressed by Spanish X users towards Saudi Arabia.

Spanish X users may be influenced by a variety of global opinions on Saudi Arabia due to the prevalence of tweets from other areas or social media platforms with distinct cultural sensitivities or prejudices (41%).

5.2.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

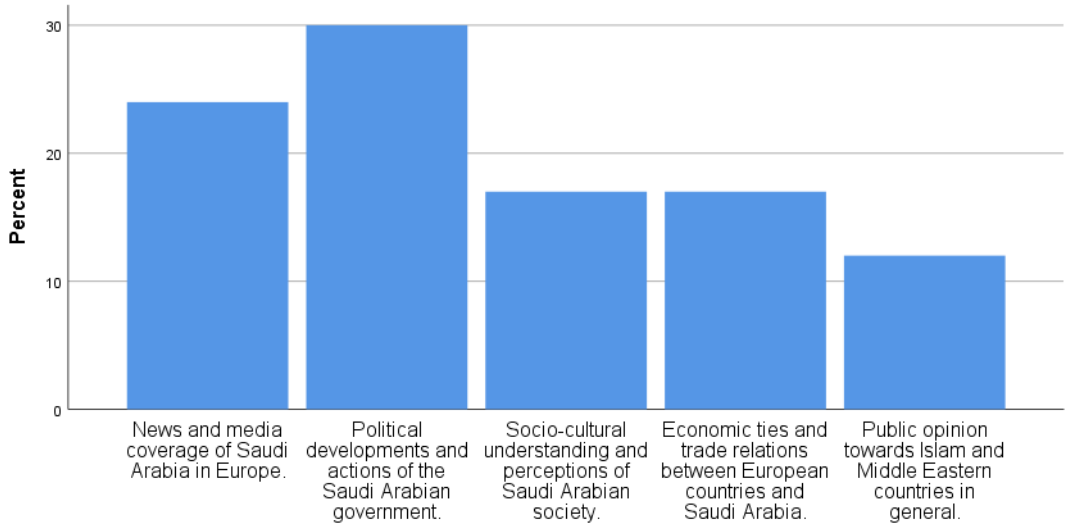
Table 9: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	24	24.0	24.0	24.0
Political developments and actions of the	30	30.0	30.0	54.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Saudi Arabian government.				
Socio-cultural understanding and perceptions of Saudi Arabian society.	17	17.0	17.0	71.0
Economic ties and trade relations between European countries and Saudi Arabia.	17	17.0	17.0	88.0
Public opinion towards Islam and Middle Eastern countries in general.	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Figure 13: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The findings point to a number of variables that contribute to the tone of Spanish tweets against Saudi Arabia. Opinions on Saudi Arabia in Europe are heavily influenced by news and media coverage (24%). The media's portrayal of Saudi-related news may colour how Spanish X users see the kingdom.

In addition, Spanish X users are significantly influenced by political events and measures taken by the Saudi Arabian government (30%). This indicates that political choices and administrative procedures in Saudi Arabia have an effect on how that country is seen in Spain.

5.2.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

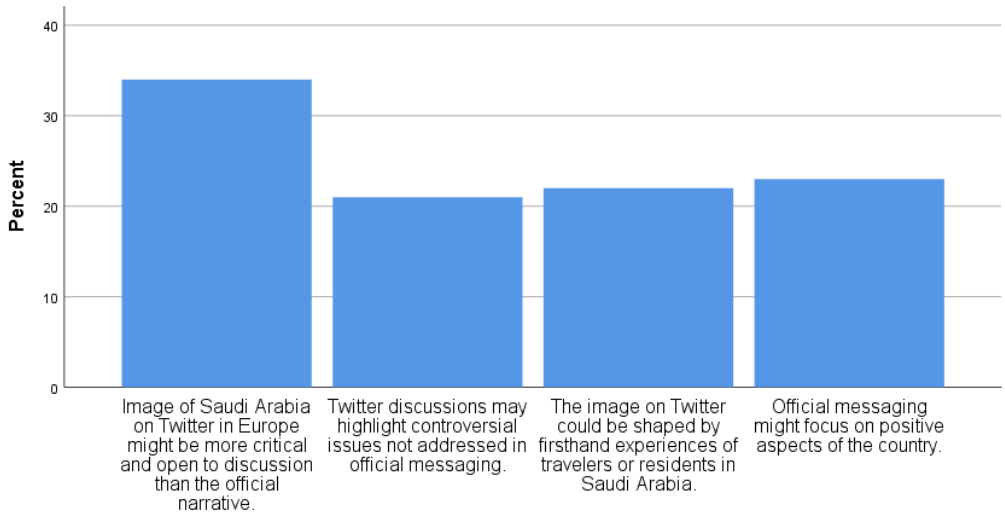
Table 10: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	34	34.0	34.0	34.0
X discussions may highlight controversial issues not addressed in official messaging.	21	21.0	21.0	55.0
The image on X could be shaped by firsthand experiences of travellers or	22	22.0	22.0	77.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

residents in Saudi Arabia.				
Official messaging might focus on positive aspects of the country.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 14: Source: Own elaboration.



According to the results, 34% of Spaniards believe that the official narrative about Saudi Arabia is less accurate than the image of Saudi Arabia on X. X users in Spain often share opinions on the country's state of affairs that differ from those expressed by the government.

In addition, X conversations may bring to light contentious problems that official messaging glosses over (21%). This highlights the significance of social media platforms in encouraging honest discussions about controversial issues.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

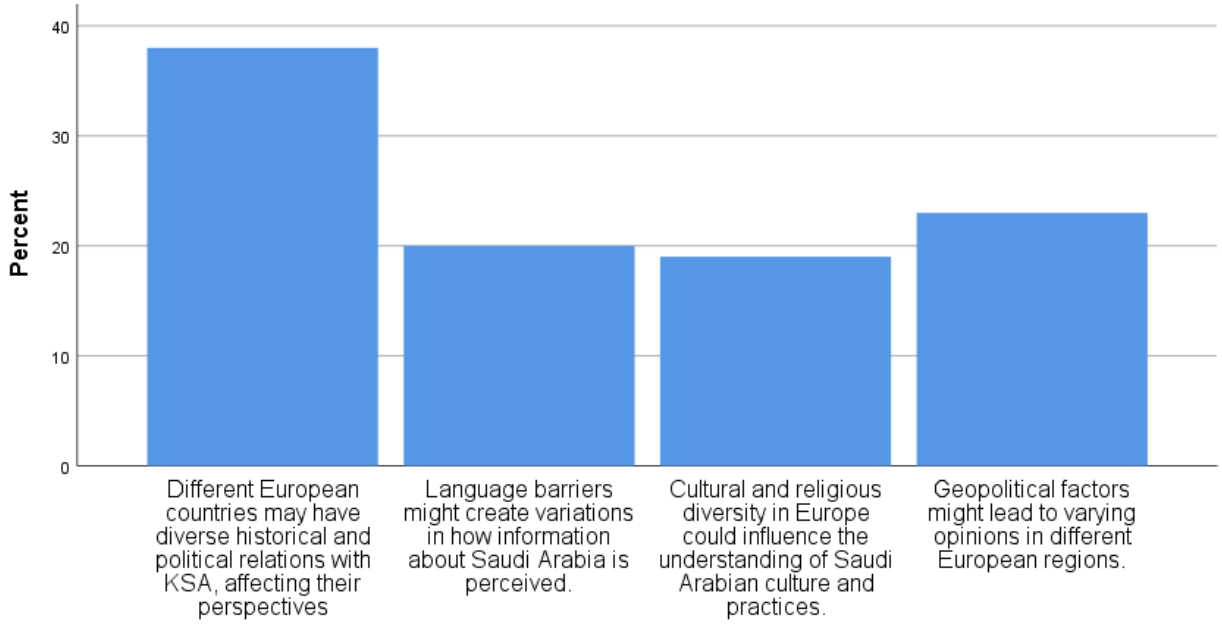
5.2.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

Table 11: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	38	38.0	38.0	38.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	20	20.0	20.0	58.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	19	19.0	19.0	77.0
Geopolitical factors might lead to varying opinions in different European regions.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 15: Source: Own elaboration.



This study sheds light on how historical, political, linguistic, cultural, and geopolitical issues all play a role in shaping how Saudi Arabia is portrayed on X in Spain. It's possible that different European nations' interactions with Saudi Arabia result in different viewpoints (38%).

There may be differences in how information about Saudi Arabia is viewed by Spanish X users due to language limitations (20%). This discovery underlines the significance of language availability and precise translations in facilitating complete comprehension.

5.2.6 Possibilities of Knowledge Management Change Perspective of Europeans

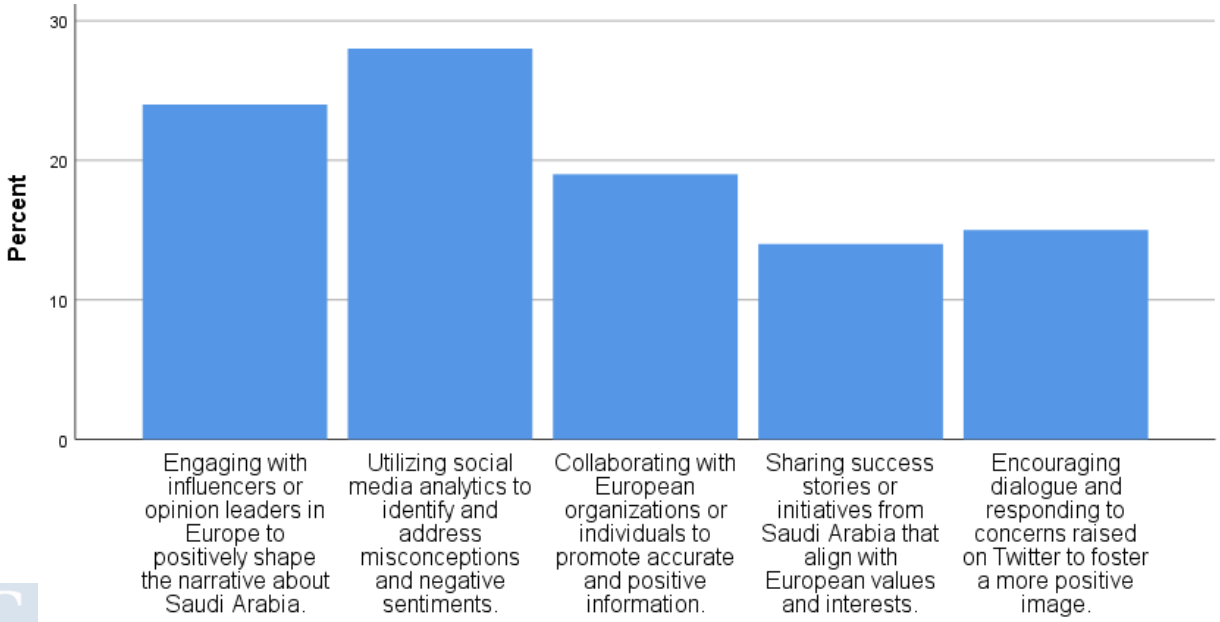
Table 12: Source: Own elaboration.

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	24	24.0	24.0	24.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Utilizing social media analytics to identify and address misconceptions and negative sentiments.	28	28.0	28.0	52.0
Collaborating with European organizations or individuals to promote accurate and positive information.	19	19.0	19.0	71.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	14	14.0	14.0	85.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Figure 16: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Several opportunities arise from the survey data for knowledge management to improve perceptions of Saudi Arabia in Spain. A more favorable perception of Saudi Arabia (24%) may be fostered by outreach to influencers and opinion leaders in Spain.

Misconceptions and unfavorable attitudes (28%) may be corrected, and perceptions can be improved with the help of social media analytics. Increased mutual understanding and strengthened bilateral connections might result from collaboration with Spanish organizations or people to provide accurate and positive information about Saudi Arabia (19%). Communicating Saudi Arabia's achievements or efforts (14%) that cater to Spain's interests and values might help to dispel negative stereotypes.

Last but not least, demonstrating a desire to actively connect with the Spanish audience and clarify any misunderstandings or bad attitudes by fostering conversation and reacting to issues made on X (15%).

The study's results shed light on the perception of Saudi Arabia in Spain gleaned through tweets. Many different topics related to the political, social, economic, and cultural life of Spain are discussed among Spanish X users. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion.

When it comes to debating Saudi Arabia, outside the official narrative, Spanish X users show a critical and open attitude. Factors such as history, politics, language, culture, and geography all have a role in shaping how people in different European nations see one another. Influencer engagement, social media analytics, the dissemination of factual information, the presentation of good case studies, and the promotion of open discussion are all examples of knowledge management tactics that might help improve perceptions of Saudi Arabia in Spain.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.3 Sweden

This study analyses tweets in an effort to get insight into perceptions about Saudi Arabia in Sweden. Findings from a poll of Swedes who use X provide insight on popular topics, attitudes, opinion-swayers, government communications, regional differences in Europe, and avenues for improving information management in Sweden.

5.3.1 Most Common Themes and Topics Discussed About Saudia Arabia on X In Europe

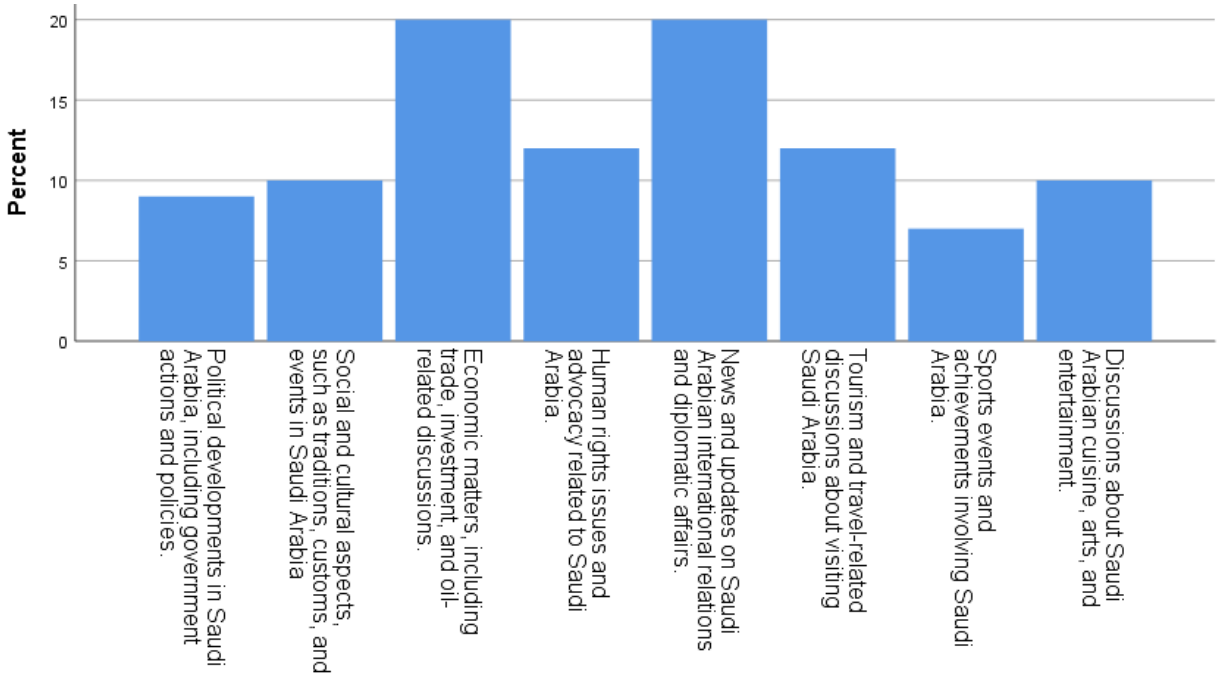
Table 13: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	9	9.0	9.0	9.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	10	10.0	10.0	19.0
Economic matters, including trade, investment, and oil-related discussions.	20	20.0	20.0	39.0
Human rights issues and advocacy related to Saudi Arabia.	12	12.0	12.0	51.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	20	20.0	20.0	71.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Tourism and travel-related discussions about visiting Saudi Arabia.	12	12.0	12.0	83.0
Sports events and achievements involving Saudi Arabia.	7	7.0	7.0	90.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Figure 17: Source: Own elaboration.



The results of the poll show that conversations on Saudi Arabia on X in Sweden cover a wide range of topics. Twenty percent of the time was spent talking about money and the economy, which included trading, investing, and oil. This may represent an interest in commercial prospects

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

and economic advancements in both Sweden and Saudi Arabia, highlighting the significance of economic links between the two countries.

Ten percent of the conversation was devoted to social and cultural topics including Saudi customs and history. X users in Sweden are interested in learning more about their country's history and traditions.

5.3.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

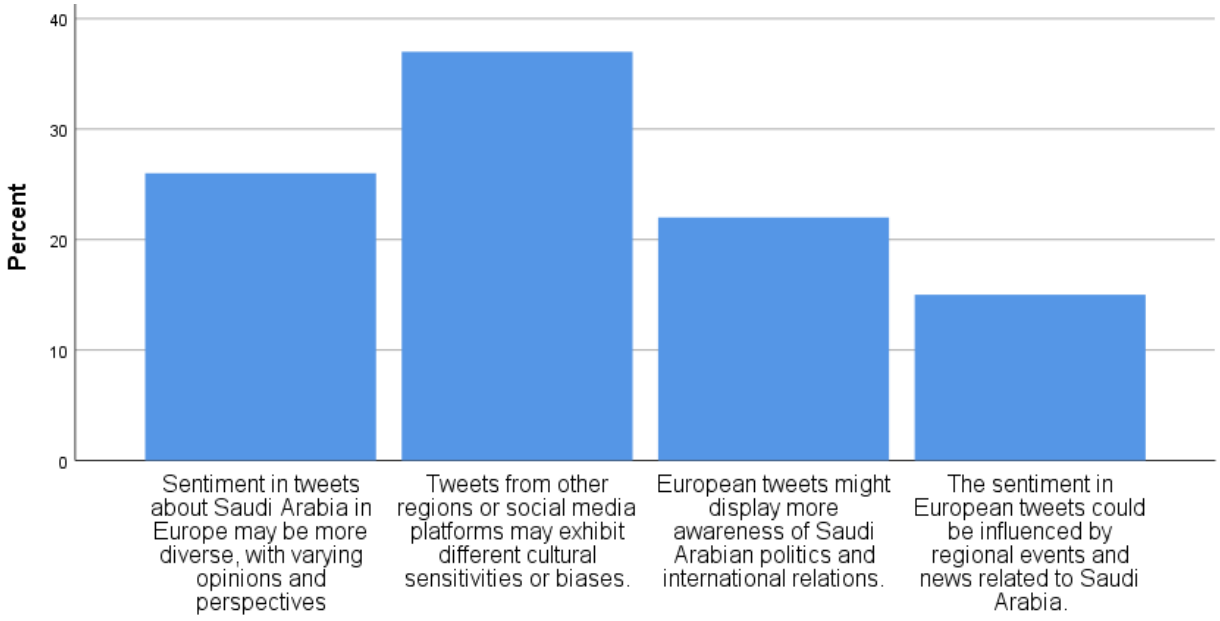
Table 14: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	26	26.0	26.0	26.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	37	37.0	37.0	63.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	22	22.0	22.0	85.0
The sentiment in European tweets could be influenced by	15	15.0	15.0	100.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

regional events and news related to Saudi Arabia.				
Total	100	100.0	100.0	

Figure 18: Source: Own elaboration.



According to the results, there is a wide range of thoughts and viewpoints (26%) expressed in European tweets on Saudi Arabia. This implies that Swedish X users have a wide range of opinions and perspectives towards Saudi Arabia, which is reflective of X's diverse user base.

The worldwide exposure of Swedish X users may affect their opinions on Saudi Arabia. This is especially true when considering tweets from other areas or social media platforms with distinct cultural sensitivities or prejudices (37%).

5.3.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

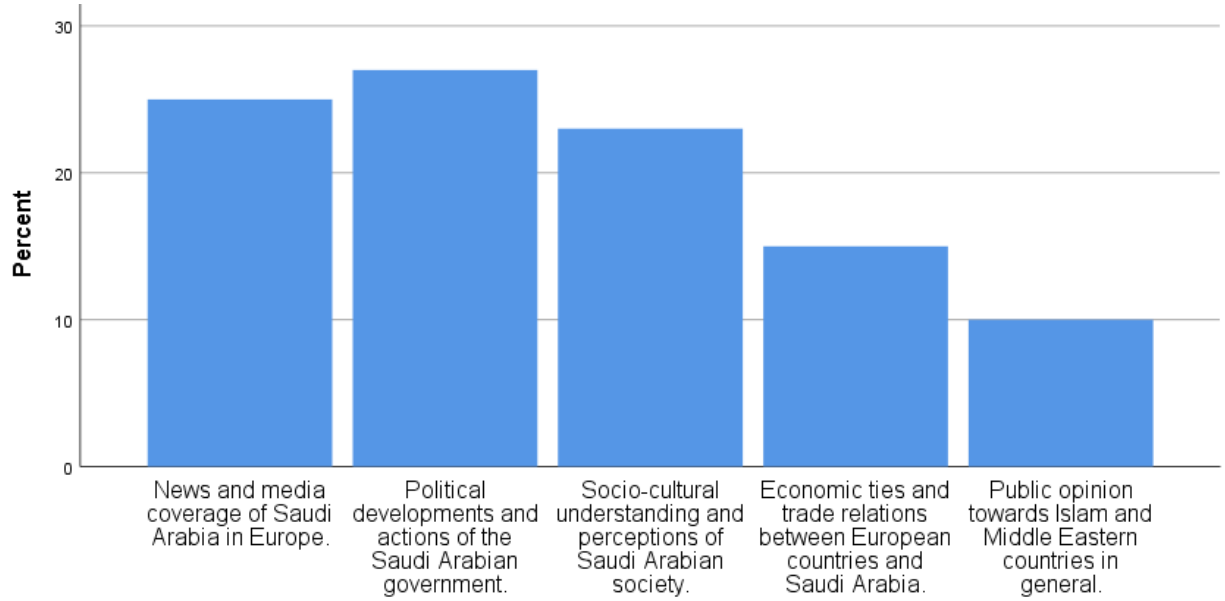
Table 15: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	25	25.0	25.0	25.0
Political developments and actions of the Saudi Arabian government.	27	27.0	27.0	52.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	23	23.0	23.0	75.0
Economic ties and trade relations between European countries and Saudi Arabia.	15	15.0	15.0	90.0
Public opinion towards Islam and Middle Eastern countries in general.	10	10.0	10.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 19: Source: Own elaboration.



This study analyses the attitude expressed in Swedish tweets towards Saudi Arabia and finds that it is influenced by a number of variables. Opinions of Saudi Arabia in Europe are heavily influenced by news and media coverage (25%). This suggests that the media's presentation of Saudi-related news has an impact on the opinions of Swedish X users.

Swedish X users are significantly affected by political events and acts taken by the Saudi Arabian government (27%). This data demonstrates that the public's opinion of Saudi Arabia in Sweden is affected by both internal and external factors.

5.3.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

Table 16: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

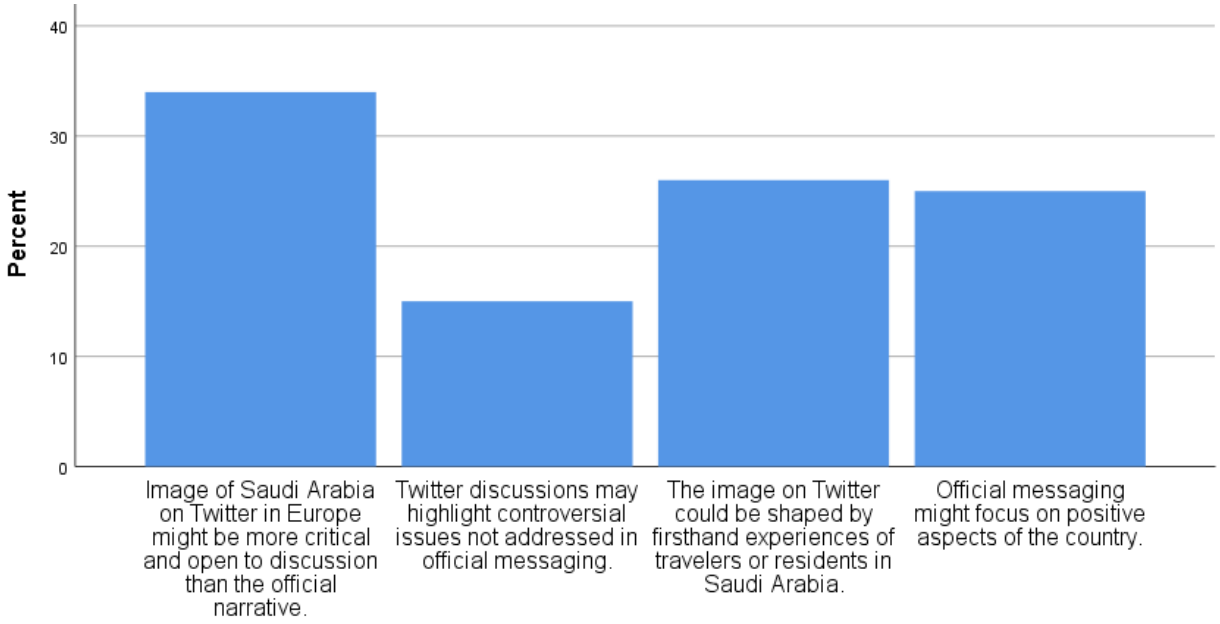
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	34	34.0	34.0	34.0
X discussions may highlight controversial issues not addressed in official messaging.	15	15.0	15.0	49.0
The image on X could be shaped by firsthand experiences of travelers or residents in Saudi Arabia.	26	26.0	26.0	75.0
Official messaging might focus on positive aspects of the country.	25	25.0	25.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 20: Source: Own elaboration.



The results of the study indicate that 34% of Swedes believe the official narrative about Saudi Arabia is less accurate than the picture of the country on X. X users in Sweden have open debates on the country that may differ from official statements.

X conversations could also bring up contentious problems (15%) that haven't been handled formally. In this way, the value of social media as a venue for free and open discussions on controversial issues is highlighted.

5.3.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

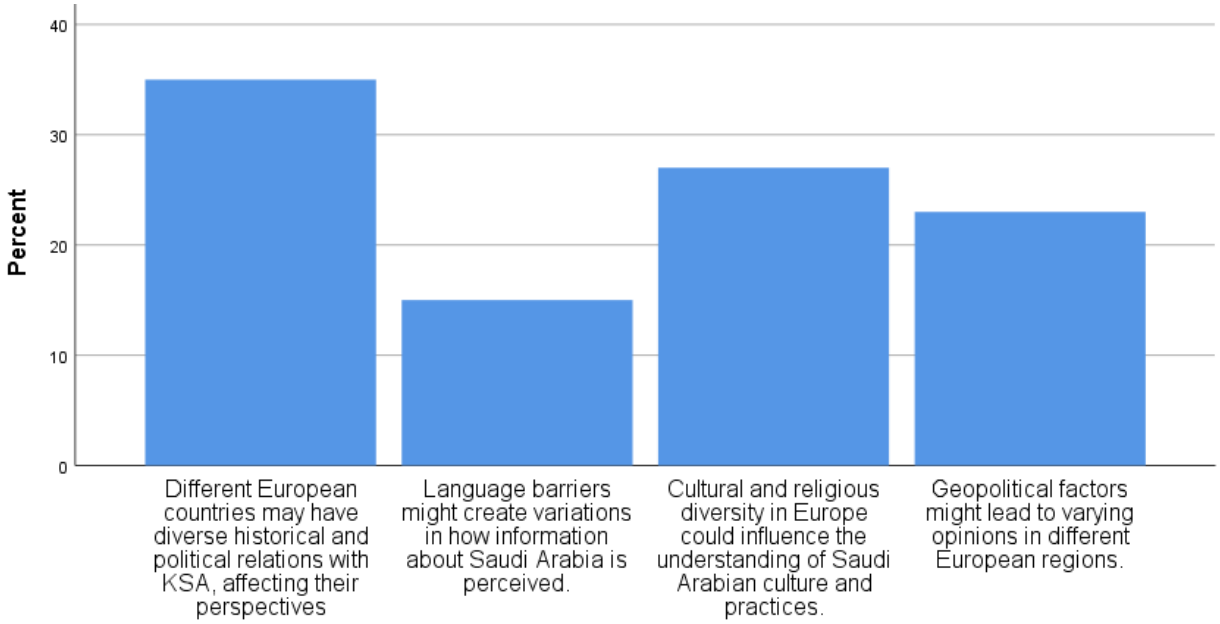
Table 17: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	35	35.0	35.0	35.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Language barriers might create variations in how information about Saudi Arabia is perceived.	15	15.0	15.0	50.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	27	27.0	27.0	77.0
Geopolitical factors might lead to varying opinions in different European regions.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 21: Source: Own elaboration.



Historical, political, linguistic, cultural, and geopolitical issues all have a role in shaping how Saudi Arabia is portrayed on Swedish X. Three-fifths of Europeans believe that their perceptions of Saudi Arabia are colored by their country' unique relationships with the kingdom.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

There may be differences in how information about Saudi Arabia is interpreted by Swedish X users due to language problems (15%). This highlights the need for easy access to languages and precise translations to enable complete comprehension.

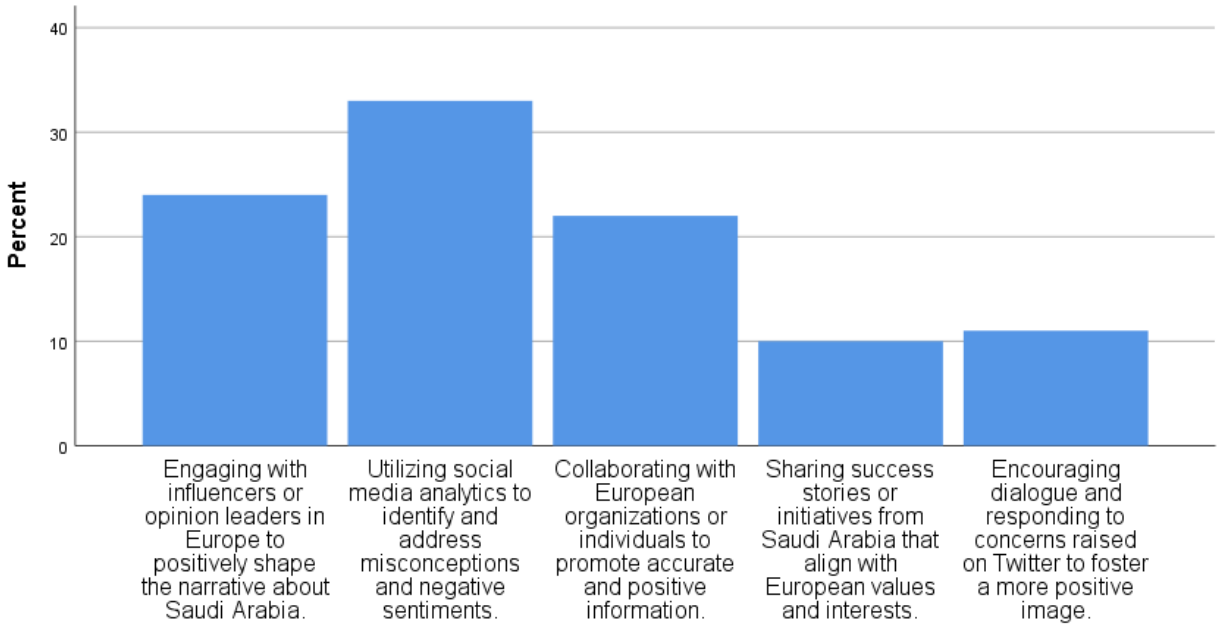
5.3.6 Possibilities of Knowledge Management Change Perspective of Europeans

Table 18: Possibilities of Knowledge Management Change Perspective of Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	24	24.0	24.0	24.0
Utilizing social media analytics to identify and address misconceptions and negative sentiments.	33	33.0	33.0	57.0
Collaborating with European organizations or individuals to promote accurate and positive information.	22	22.0	22.0	79.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	10	10.0	10.0	89.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	11	11.0	11.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 22: Source: Own elaboration.



The study findings suggest a number of ways in which information management might alter negative perceptions of Saudi Arabia held by Swedes. The majority of Swedes (74%) believe that a more favorable narrative about Saudi Arabia may be fostered by engagement with influencers or opinion leaders in Sweden.

Misconceptions and unfavorable attitudes (33%), when identified and addressed through social media analytics, may be corrected and perceptions improved. Increased mutual understanding and strengthened bilateral connections may result from Swedish organizations or people working together to provide accurate and positive information about Saudi Arabia (22%). Communicating Saudi success stories or efforts (10%) that are in line with Swedish values and interests might help break down barriers and change minds in Sweden.

Finally, a desire to actively connect with the Swedish audience and resolve any misunderstandings or unfavorable attitudes is shown through fostering debate and reacting to issues made on X (11%).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study's results shed light on the public's perception of Saudi Arabia in Sweden by analyzing tweets about the country. X users in Sweden discuss a wide range of topics, including the country's politics, society, economy, and culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. When it comes to debating Saudi Arabia, outside the official narrative, Swedes on X are surprisingly critical and candid. Factors such as history, politics, language, culture, and geography all have a role in shaping how people in different European nations see one another. A more nuanced and favorable perception of Saudi Arabia in Sweden may be fostered via the implementation of knowledge management initiatives that include influencers, make use of social media analytics, promote factual information, share success stories, and stimulate discourse.

5.4 Romania

The purpose of this study is to learn about Saudi Arabia's reputation in Romania by looking at online conversations on X. The results of a poll of Romanian X users reveal prevalent topics, attitudes, opinion-forming variables, parallels to official messages, differences across European nations, and possible information management tactics for shaping Romanian viewpoints for the better.

5.4.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

Table 19: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

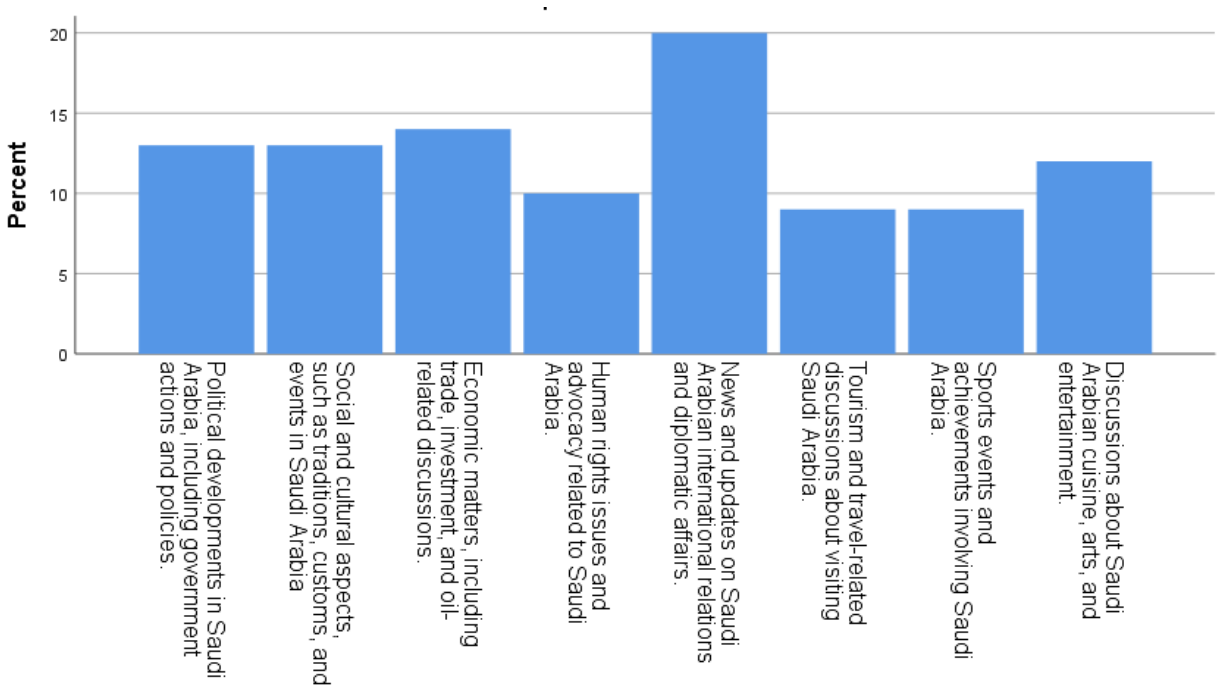
	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government	13	13.0	13.0	13.0

USC DE SANTIAGO DE COMPOSTELA

actions and policies.				
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	13	13.0	13.0	26.0
Economic matters, including trade, investment, and oil-related discussions.	14	14.0	14.0	40.0
Human rights issues and advocacy related to Saudi Arabia.	10	10.0	10.0	50.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	20	20.0	20.0	70.0
Tourism and travel-related discussions about visiting Saudi Arabia.	9	9.0	9.0	79.0
Sports events and achievements involving Saudi Arabia.	9	9.0	9.0	88.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Figure 23: Source: Own elaboration.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



According to the results of the poll, people in Romania are talking about different aspects of Saudi Arabia on X. One-fifth of all conversations in Saudi Arabia revolve on politics and current events (13%). This demonstrates serious curiosity in the country's political system and its methods of government.

In addition, 13% of the conversation is dedicated to social and cultural topics such Saudi Arabian traditions, customs, and current events. This may indicate that Romanian X users are interested in learning more about Romania's history and customs.

5.4.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 20: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

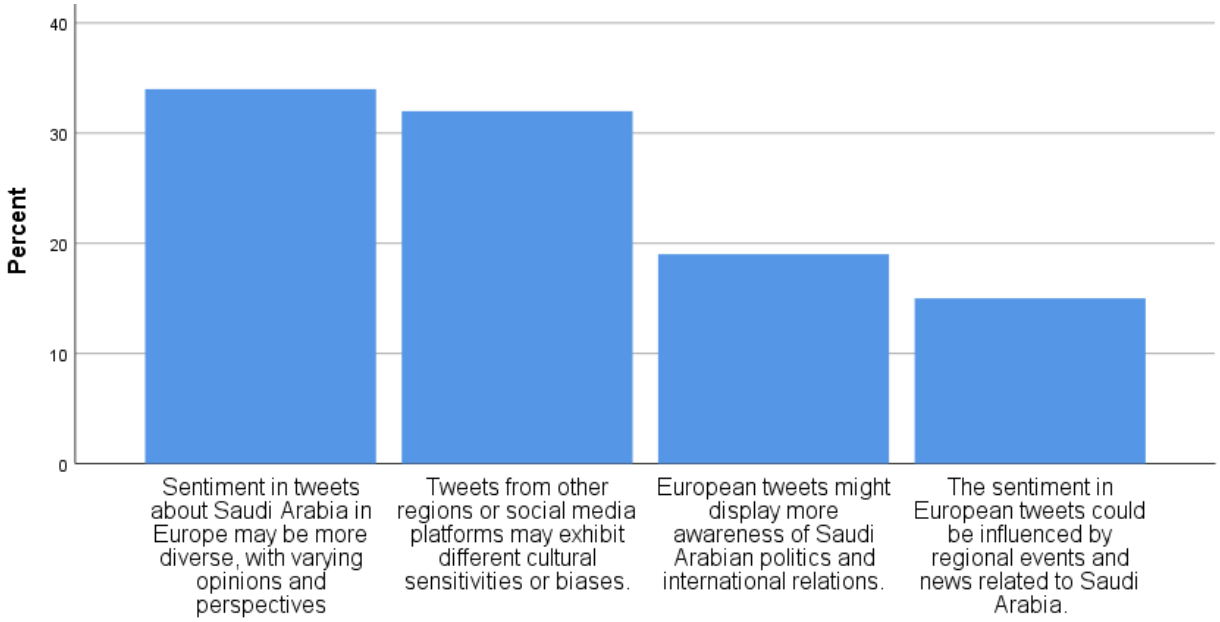
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	34	34.0	34.0	34.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	32	32.0	32.0	66.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	19	19.0	19.0	85.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Figure 24: Source: Own elaboration.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



According to the results, there is a wide range of thoughts and viewpoints (34%) expressed in European tweets on Saudi Arabia. This diversity of opinion among Romanian X users on Saudi Arabia is indicative of the global character of the platform.

Furthermore, 32% of tweets show that Romanian X users are exposed to tweets from other areas or social media platforms with distinct cultural sensitivities or biases, which may impact their opinions on Saudi Arabia.

5.4.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

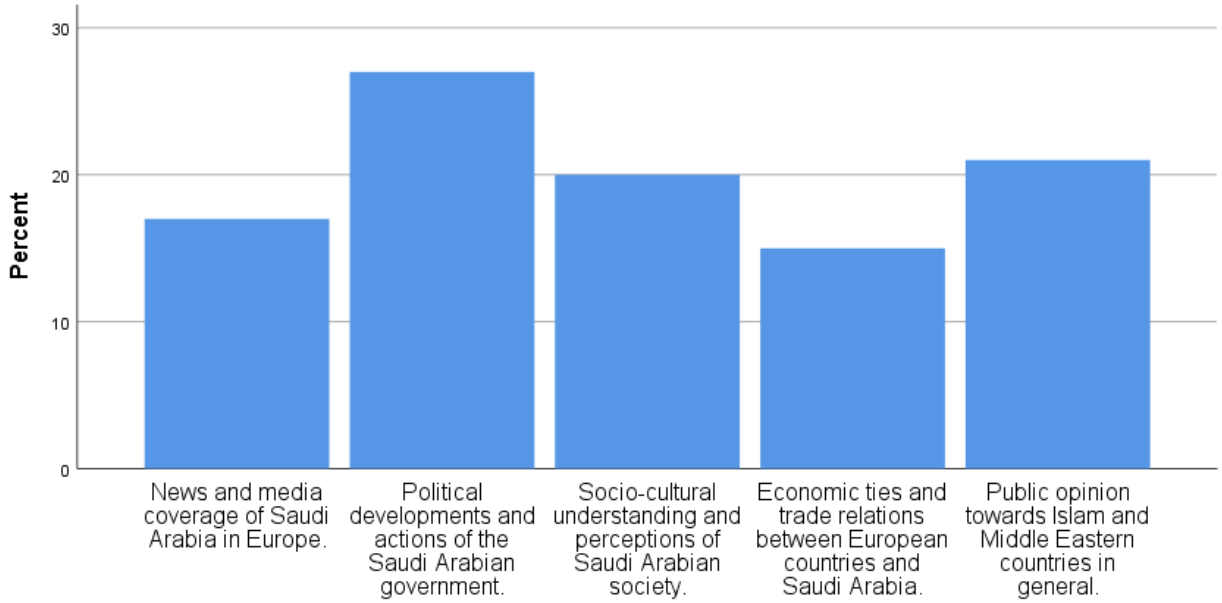
Table 21: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	17	17.0	17.0	17.0
Political developments and actions of the Saudi Arabian government.	27	27.0	27.0	44.0

USC DE SANTIAGO DE COMPOSTELA

Socio-cultural understanding and perceptions of Saudi Arabian society.	20	20.0	20.0	64.0
Economic ties and trade relations between European countries and Saudi Arabia.	15	15.0	15.0	79.0
Public opinion towards Islam and Middle Eastern countries in general.	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Figure 25: Source: Own elaboration.



Several variables were found to affect the tone of tweets regarding Saudi Arabia in Romania. The media's portrayal of Saudi Arabia in European news and politics (17%) is influential. This may indicate that media portrayals of Saudi Arabia have an effect on the opinions of Romanians on X.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

In addition, political events and measures taken by the Saudi Arabian government (27%) have a significant impact on the mood of Romanian users of X. This suggests that political choices and administrative procedures in Saudi Arabia have an effect on public opinion in Romania.

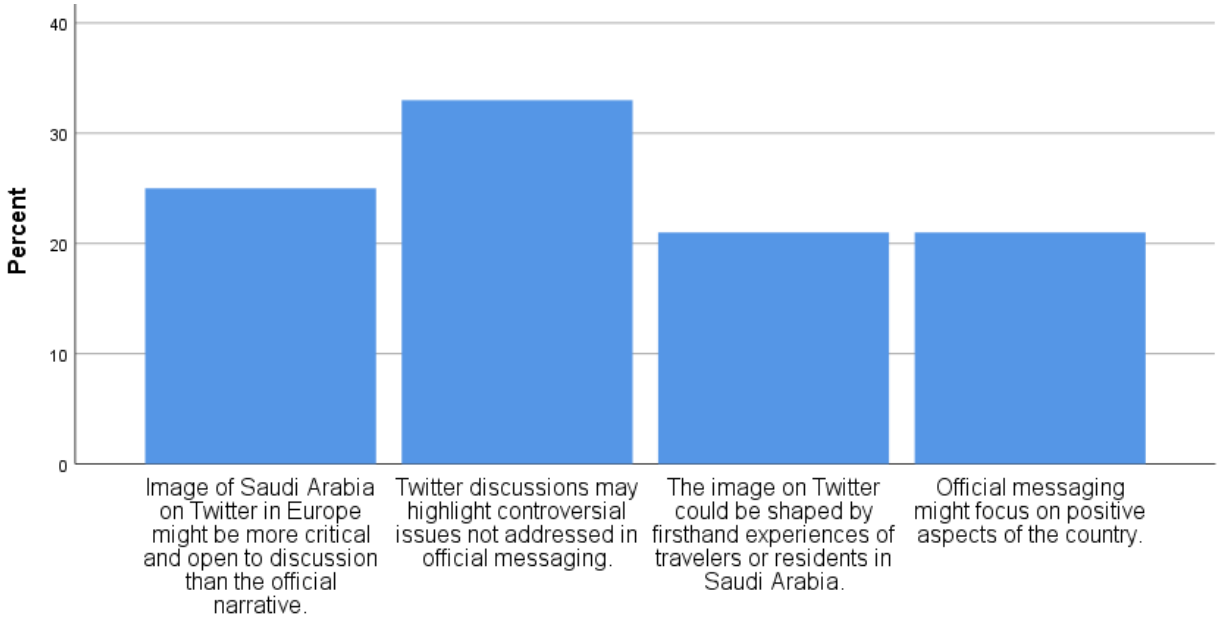
5.4.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

Table 22: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	25	25.0	25.0	25.0
X discussions may highlight controversial issues not addressed in official messaging.	33	33.0	33.0	58.0
The image on X could be shaped by firsthand experiences of travellers or residents in Saudi Arabia.	21	21.0	21.0	79.0
Official messaging might focus on positive aspects of the country.	21	21.0	21.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 26: Source: Own elaboration.



Based on the results of the poll, it seems that the perception of Saudi Arabia on X in Romania is more nuanced and open to criticism than the official narrative (25%). Tweets from Romania often reflect people' genuine opinions on the country rather than those of the government.

X conversations may also bring to light sensitive topics (33%), which may not be addressed in official communications. This demonstrates the value of social media in promoting candid discussions about controversial issues.

5.4.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

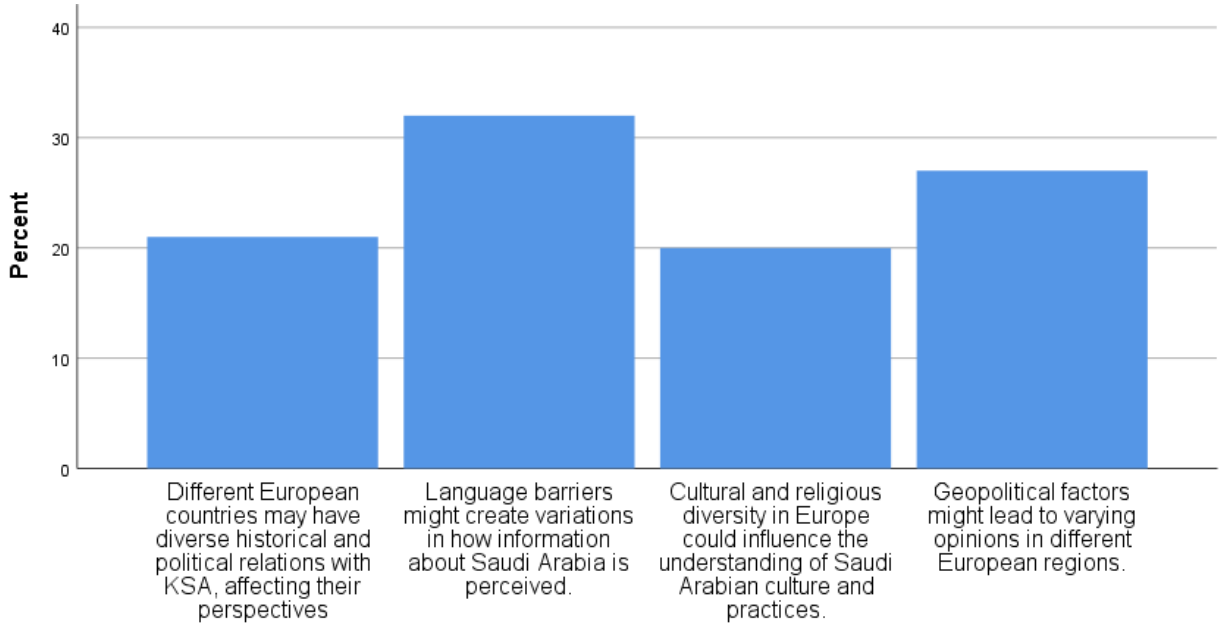
Table 23: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	21	21.0	21.0	21.0

Language barriers might create variations in how information about Saudi Arabia is perceived.	32	32.0	32.0	53.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	20	20.0	20.0	73.0
Geopolitical factors might lead to varying opinions in different European regions.	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Figure 27: Source: Own elaboration.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



The findings suggest that perceptions of Saudi Arabia on X in Romania differ according to aspects such as the country's history, government, language, culture, and geopolitics. The views of Europeans may vary (21%), depending on how their own nations interact with Saudi Arabia.

There may be differences in how information about Saudi Arabia is interpreted by Romanian X users due to language limitations (32%). This highlights the need for easy access to languages and precise translations to enable complete comprehension.

5.4.6 Possibilities of Knowledge Management Change Perspective of Europeans

Table 24: Possibilities of Knowledge Management Change Perspective of Europeans

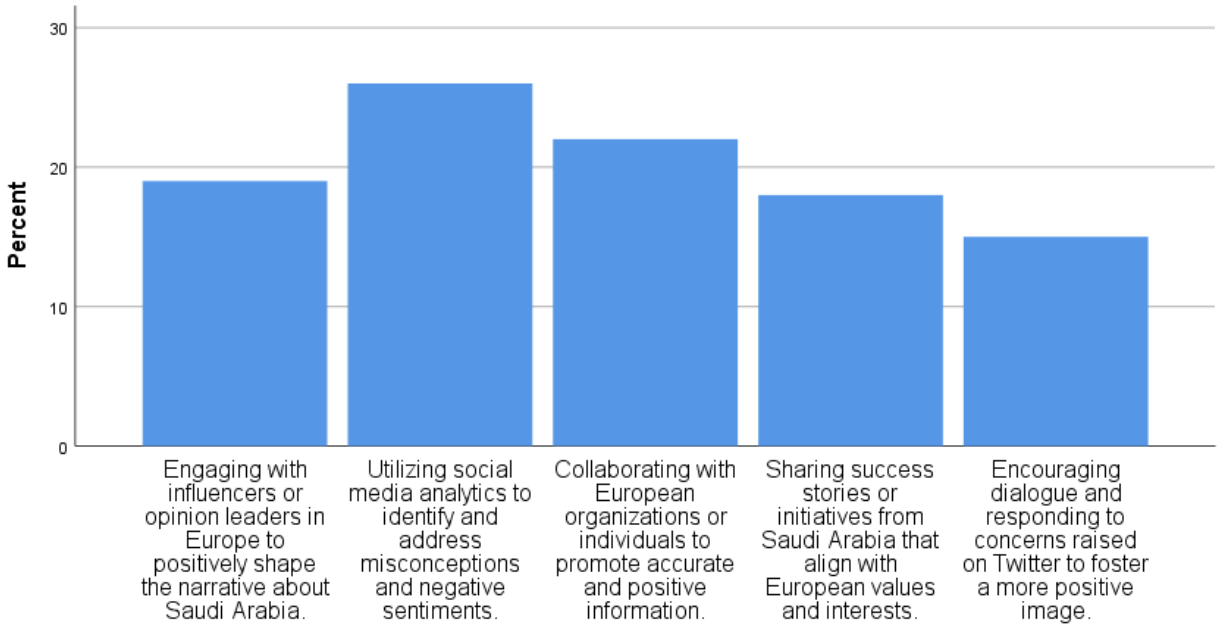
	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	19	19.0	19.0	19.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Utilizing social media analytics to identify and address misconceptions and negative sentiments.	26	26.0	26.0	45.0
Collaborating with European organizations or individuals to promote accurate and positive information.	22	22.0	22.0	67.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	18	18.0	18.0	85.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	15	15.0	15.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 28: Source: Own elaboration.



The study findings suggest a number of ways in which information management might alter negative perceptions of Saudi Arabia in Romania. A more favorable perception of Saudi Arabia (19%) may be promoted by outreach to influencers and opinion leaders in Romania.

In addition, correcting misinformation and improving public opinion may be facilitated by the use of social media analytics to detect and resolve misunderstandings and unfavorable attitudes (26%). Improved mutual understanding and relations may be achieved by cooperation with Romanian organizations or people to provide accurate and good information about Saudi Arabia (22%). The view of Saudi Arabia may be improved by sharing Saudi success stories or projects (18%) that are in line with Romanian beliefs and interests. Last but not least, demonstrating a desire to positively connect with the Romanian audience and clarify any misunderstandings or bad attitudes by fostering debate and reacting to issues made on X (15%).

The study's results shed light on how people in Romania see Saudi Arabia thanks to tweets. X users in Romania discuss a wide range of topics related to the country's politics, society,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

economy, and culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. X users in Romania are sceptical yet willing to debating issues related to Saudi Arabia that go beyond the official narrative. Factors such as history, politics, language, culture, and geography all have a role in shaping how people in different European nations see one another. A more nuanced and favourable perception of Saudi Arabia in Romania may be fostered via the implementation of knowledge management initiatives that include influencers, make use of social media analytics, promote factual information, share success stories, and stimulate discourse.

5.5 Germany

In this study, we analyze tweets to learn how people in Germany perceive Saudi Arabia. The poll of German X users reveals the most prevalent topics, attitudes, opinion drivers, similarities with official messaging, regional differences throughout Europe, and prospective information management tactics to shape favorable impressions of Saudi Arabia.

5.5.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

Table 25: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

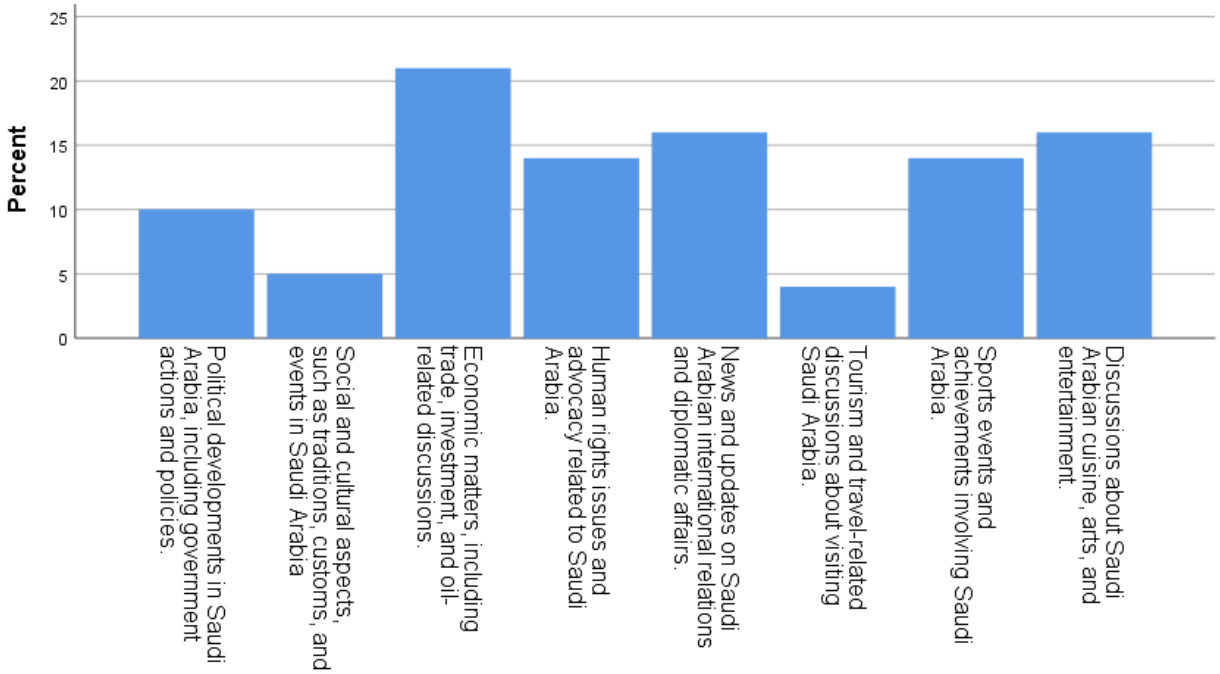
	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	10	10.0	10.0	10.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	5	5.0	5.0	15.0
Economic matters, including trade, investment, and oil-related discussions.	21	21.0	21.0	36.0
Human rights issues and advocacy related to Saudi Arabia.	14	14.0	14.0	50.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	16	16.0	16.0	66.0
Tourism and travel-related discussions about visiting Saudi Arabia.	4	4.0	4.0	70.0
Sports events and achievements involving Saudi Arabia.	14	14.0	14.0	84.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	16	16.0	16.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 29: Source: Own elaboration.



The results of the poll show that conversations concerning Saudi Arabia are widespread among German X users. Ten percent of the time, discussions will center on political issues, such as the acts and policies of the Saudi government. This may indicate that German users are curious in the state of politics and government in their nation.

Trade, investment, and oil-related conversations are also common topics of conversation (21%). This highlights the significance of Germany and the European Union to Saudi Arabia's economy.

5.5.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 26: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

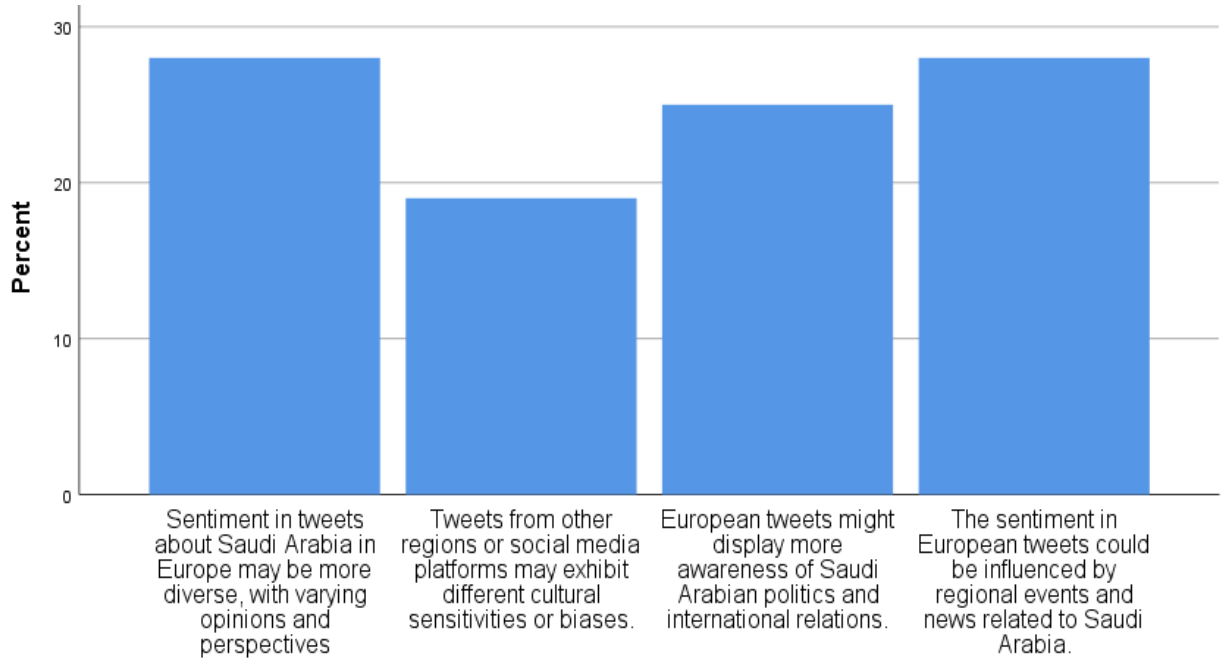
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	28	28.0	28.0	28.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	19	19.0	19.0	47.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	25	25.0	25.0	72.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	28	28.0	28.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 30: Source: Own elaboration.



According to the statistics, there seems to be a wider range of thoughts and viewpoints expressed in tweets regarding Saudi Arabia in Europe (28%). This exemplifies the diverse character of X since individuals in Germany have varying perspectives on the Middle Eastern country of Saudi Arabia.

Even more problematic is the possibility that tweets from other areas or social media sites would display cultural sensitivity or prejudice of their own (19%). This suggests that the opinions of German X users towards Saudi Arabia may be influenced by the worldwide viewpoints they are exposed to.

5.5.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

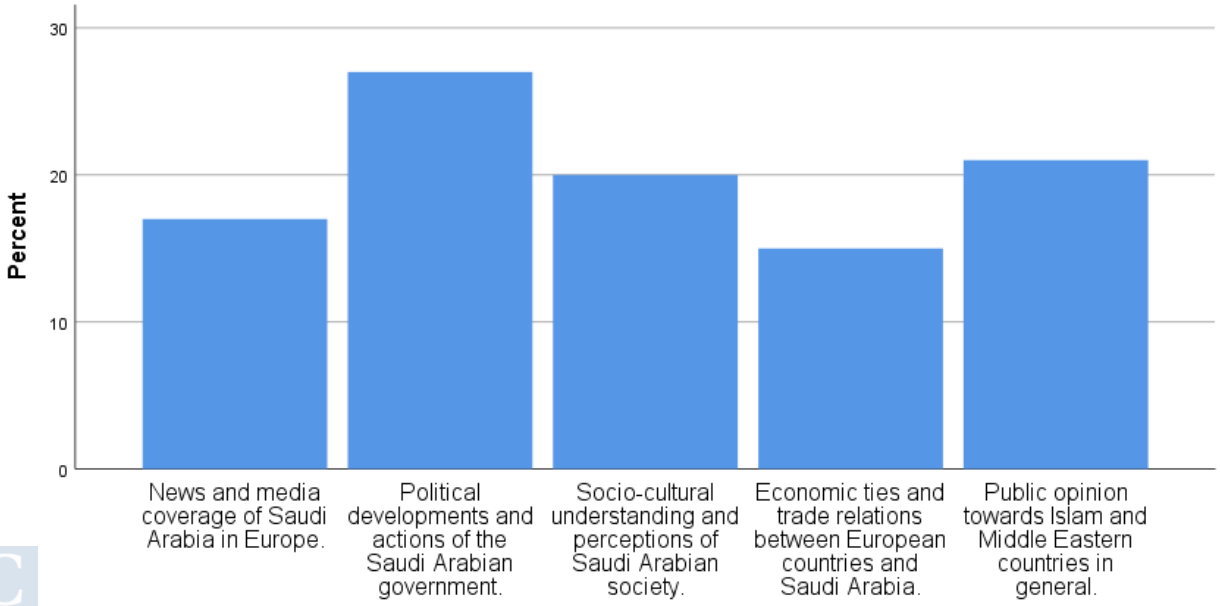
Table 27: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of	17	17.0	17.0	17.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Saudi Arabia in Europe.				
Political developments and actions of the Saudi Arabian government.	27	27.0	27.0	44.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	20	20.0	20.0	64.0
Economic ties and trade relations between European countries and Saudi Arabia.	15	15.0	15.0	79.0
Public opinion towards Islam and Middle Eastern countries in general.	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Figure 31: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Several elements that affect the tone of German tweets regarding Saudi Arabia are identified. The media's portrayal of Saudi Arabia in European news and politics (17%) is influential. This implies that the media's portrayal of Saudi Arabia has an effect on the opinions of German X users.

Furthermore, political events and acts taken by the Saudi Arabian government (27%) have a significant impact on the mood of German users of X. This suggests that opinions of Saudi Arabia in Germany are affected by the country's political actions and methods of government.

5.5.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

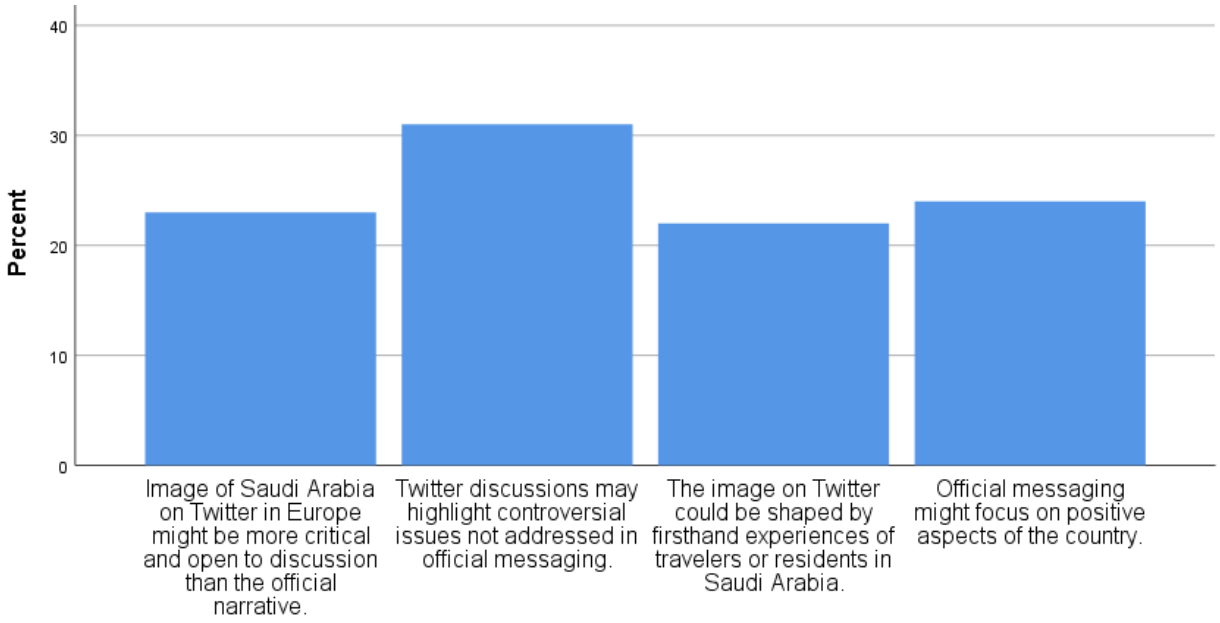
Table 28: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	23	23.0	23.0	23.0
X discussions may highlight controversial issues not addressed in official messaging.	31	31.0	31.0	54.0
The image on X could be shaped by firsthand experiences of travellers or	22	22.0	22.0	76.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

residents in Saudi Arabia.				
Official messaging might focus on positive aspects of the country.	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Figure 32: Source: Own elaboration.



The results of the poll indicate that 23 percent of German X users see Saudi Arabia through a more critical and open lens than the official narrative. The official message from Germany may not reflect the opinions of Germans who use X.

Thirdly, official messages may not address contentious problems brought up in X exchanges (31%). This demonstrates the value of social media in promoting candid discussions about controversial issues.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

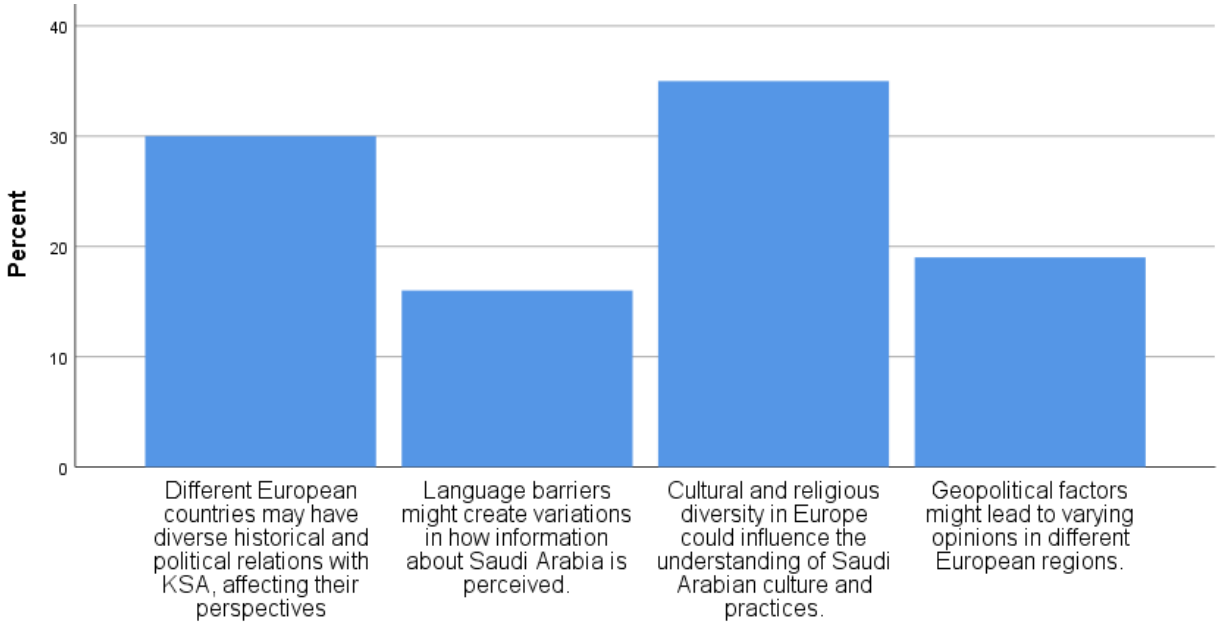
5.5.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

Table 29: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	30	30.0	30.0	30.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	16	16.0	16.0	46.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	35	35.0	35.0	81.0
Geopolitical factors might lead to varying opinions in different European regions.	19	19.0	19.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 33: Source: Own elaboration.



It seems that historical, political, linguistic, cultural, and geopolitical variables all play a role in shaping the perception of Saudi Arabia on X in Germany. Some 30% of Europeans may see Saudi Arabia differently due to their country's unique diplomatic history with Saudi Arabia.

There may be differences in how information about Saudi Arabia is interpreted by German X users (16%) due to language limitations. This highlights the need for easy access to languages and precise translations to enable complete comprehension.

5.5.6 Possibilities of Knowledge Management Change Perspective of Europeans

Table 30: Possibilities of Knowledge Management Change Perspective of Europeans

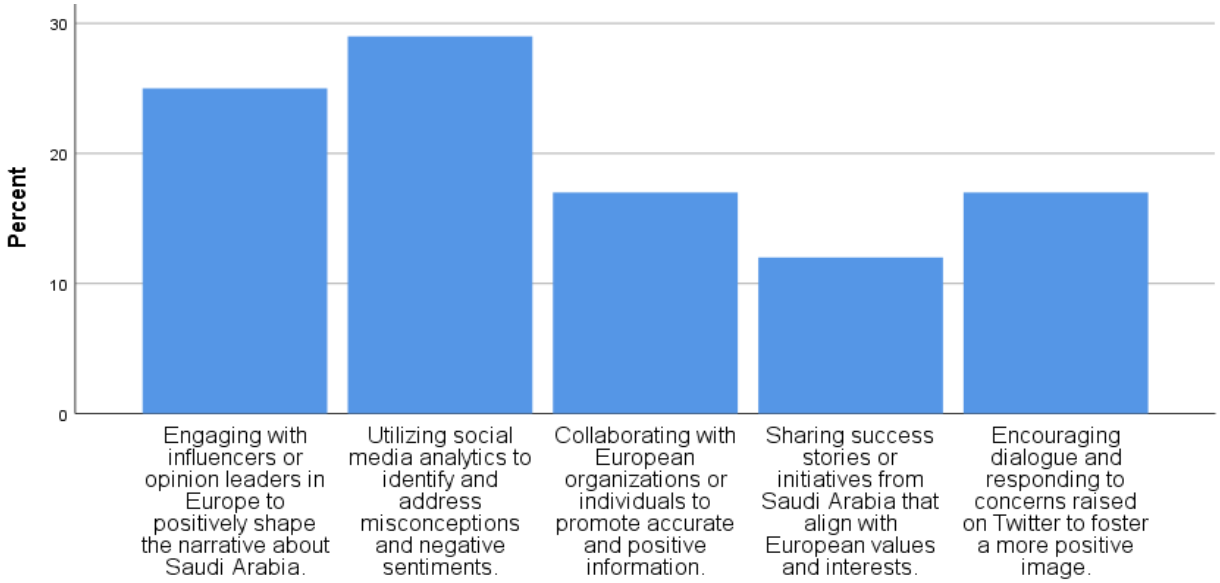
	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	25	25.0	25.0	25.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Utilizing social media analytics to identify and address misconceptions and negative sentiments.	29	29.0	29.0	54.0
Collaborating with European organizations or individuals to promote accurate and positive information.	17	17.0	17.0	71.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	12	12.0	12.0	83.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	17	17.0	17.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 34: Source: Own elaboration.



The study findings suggest a number of ways in which knowledge management might alter negative stereotypes held by Germans. A more favorable perception of Saudi Arabia (25%) might be fostered by outreach to influencers or opinion leaders in Germany. Misconceptions and unfavorable attitudes (29%) may be corrected, and perceptions can be improved with the help of social media analytics.

To better understand each other and deepen corrected, connections, German organizations, and people (17%) should work with Saudi Arabia to provide accurate and positive information about the country of Saudi Arabia. Bridging cultural divides and improving views of Saudi Arabia may be accomplished by sharing success stories or projects from Saudi Arabia that are in line with German values and interests (12%). Finally, 17 percent of German X users say they are prepared to actively interact with the audience by reacting to concerns and fostering conversation.

The results of this study shed light on the perceptions of Saudi Arabia held by Germans through X. X users in Germany discuss a wide range of topics, including the country's politics,

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

economy, society, and culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. Beyond the official narrative, German X users show a critical and open attitude to addressing Saudi Arabia. Factors such as history, politics, language, culture, and geography all have a role in shaping how people in different European nations see one another. A more educated and more favourable image of Saudi Arabia in Germany may result from the implementation of knowledge management techniques that include influencers, use social media analytics, promote factual information, share success stories, and foster conversation.

5.6 Finland

This study, based on analysis of tweets, looks at how Saudi Arabia is perceived in Finland. The poll of Finnish X users reveals the most common themes, attitudes, variables affecting views, parallels with official messaging, differences across European nations, and prospective information management tactics to build good impressions of Saudi Arabia.

5.6.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

Table 31: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

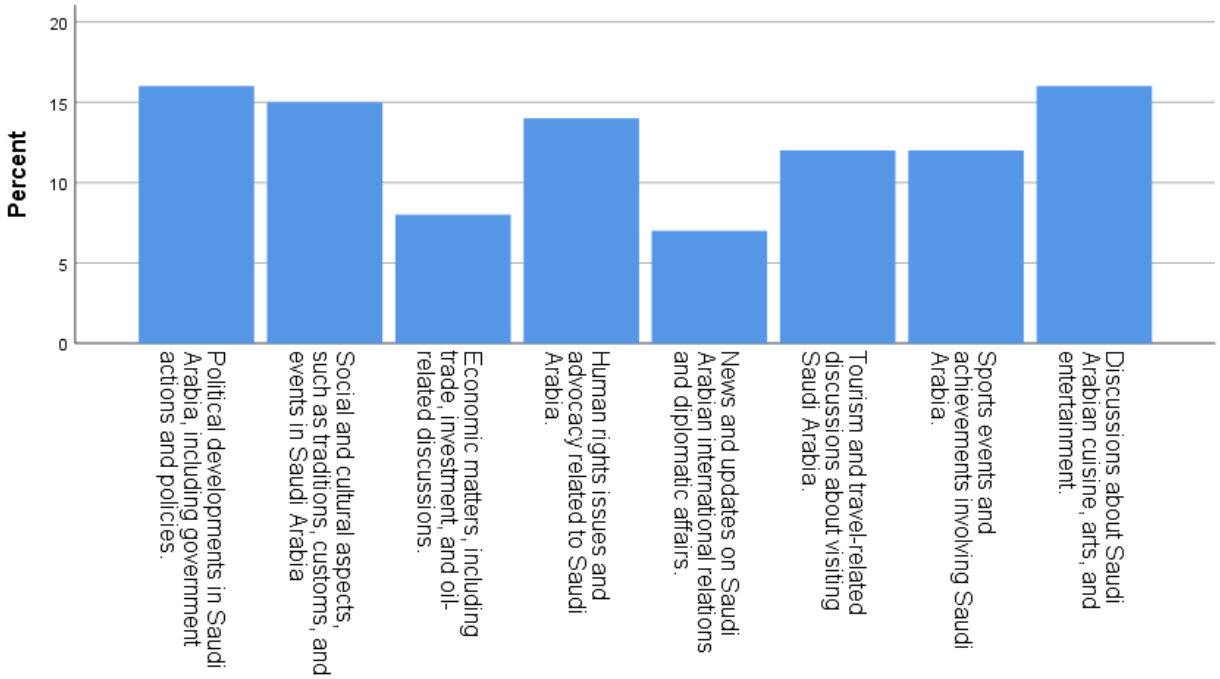
	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	16	16.0	16.0	16.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	15	15.0	15.0	31.0
Economic matters, including trade, investment, and oil-related discussions.	8	8.0	8.0	39.0
Human rights issues and advocacy related to Saudi Arabia.	14	14.0	14.0	53.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	7	7.0	7.0	60.0
Tourism and travel-related discussions about visiting Saudi Arabia.	12	12.0	12.0	72.0
Sports events and achievements involving Saudi Arabia.	12	12.0	12.0	84.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	16	16.0	16.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 35: Source: Own elaboration.



According to the results of the poll, tweeters in Finland often discuss topics related to Saudi Arabia. The activities and policies of governments (16%) are also often discussed topics. This suggests that Finnish consumers are curious in the inner workings of Saudi Arabian politics and policymaking.

In addition, 15% of the time is spent talking about social and cultural topics such Saudi traditions, customs, and recent occurrences. This is indicative of people in Finland being interested in learning more about Finnish history and customs.

5.6.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 32: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

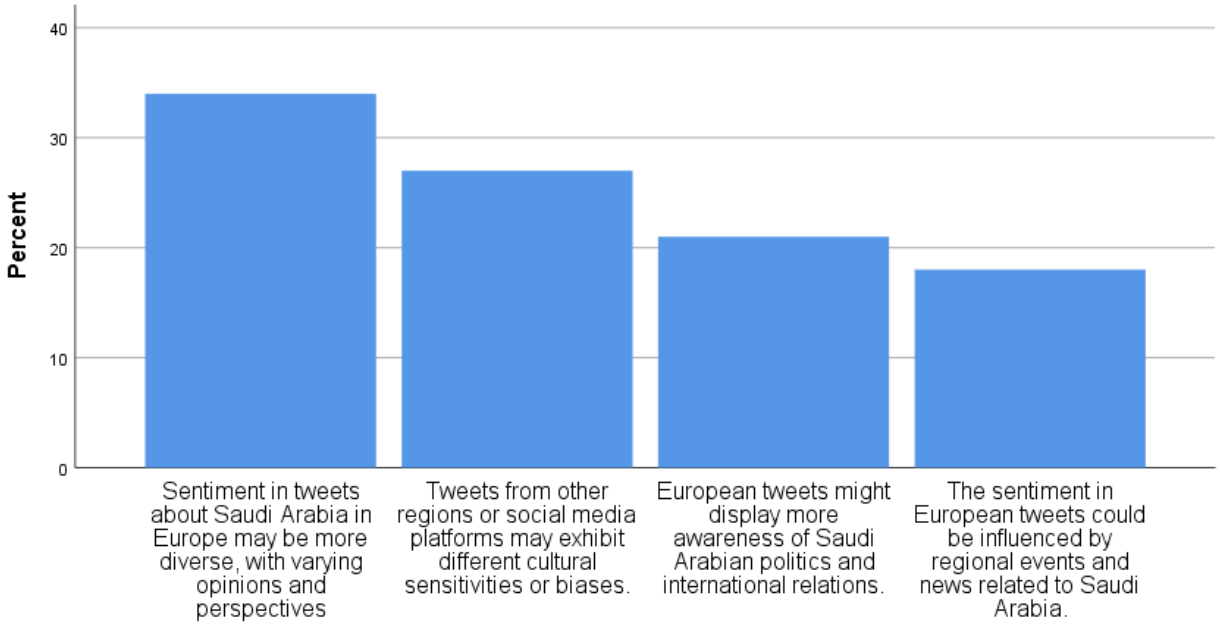
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	34	34.0	34.0	34.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	27	27.0	27.0	61.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	21	21.0	21.0	82.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	18	18.0	18.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 36: Source: Own elaboration.



According to the findings of the poll, there is a wide range of thoughts and viewpoints (34%) expressed in European tweets on Saudi Arabia. This exemplifies the diverse character of X, as individuals from Finland share a broad variety of opinions on the subject of Saudi Arabia.

There is also a 27% chance that tweets from other locations or social media sites would show cultural sensitivity or prejudice. This means that Finns using X are exposed to international viewpoints, which may shape their opinions of Saudi Arabia.

5.6.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

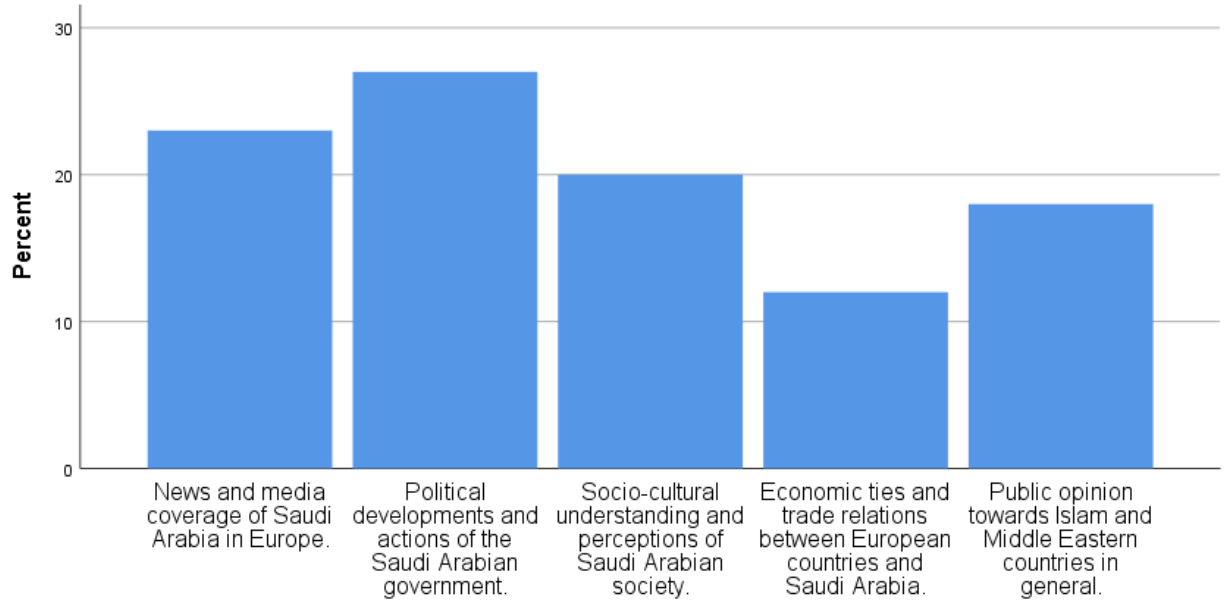
Table 33: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	23	23.0	23.0	23.0
Political developments and actions of the	27	27.0	27.0	50.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Saudi Arabian government.				
Socio-cultural understanding and perceptions of Saudi Arabian society.	20	20.0	20.0	70.0
Economic ties and trade relations between European countries and Saudi Arabia.	12	12.0	12.0	82.0
Public opinion towards Islam and Middle Eastern countries in general.	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Figure 37: Source: Own elaboration.



The study highlights numerous elements that affect the tone of Finnish users' tweets on Saudi Arabia. Twenty-three percent of Europeans said they formed their views of Saudi Arabia

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

based on what they saw in the news or saw in the media. This may indicate that the media's portrayal of Saudi Arabia affects how X users in Finland see the nation.

Furthermore, political events and acts of the Saudi Arabian government (27%) have a significant impact on the moods of Finns who use X. This suggests that the way Saudi Arabia is governed and the policies it implements have a direct effect on how the country is seen in Finland.

5.6.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

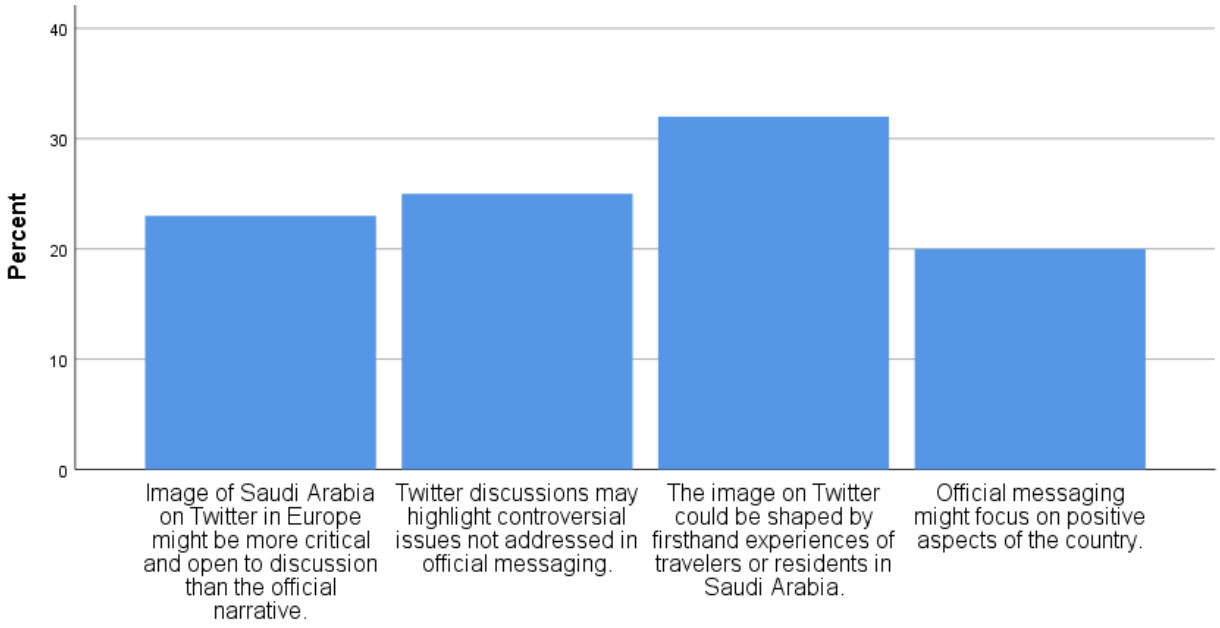
Table 34: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	23	23.0	23.0	23.0
X discussions may highlight controversial issues not addressed in official messaging.	25	25.0	25.0	48.0
The image on X could be shaped by firsthand experiences of travelers or residents in Saudi Arabia.	32	32.0	32.0	80.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Official messaging might focus on positive aspects of the country.	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Figure 38: Source: Own elaboration.



Based on the results of the poll, it seems that the public perception of Saudi Arabia on X in Finland is more nuanced and nuanced than the official narrative (23%). X users in Finland have open conversations about the nation, some of which may conflict with official messages.

In addition, 25% of X conversations may draw attention to contentious problems that aren't addressed in official communications. This demonstrates the value of social media in promoting candid discussions about controversial issues.

5.6.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

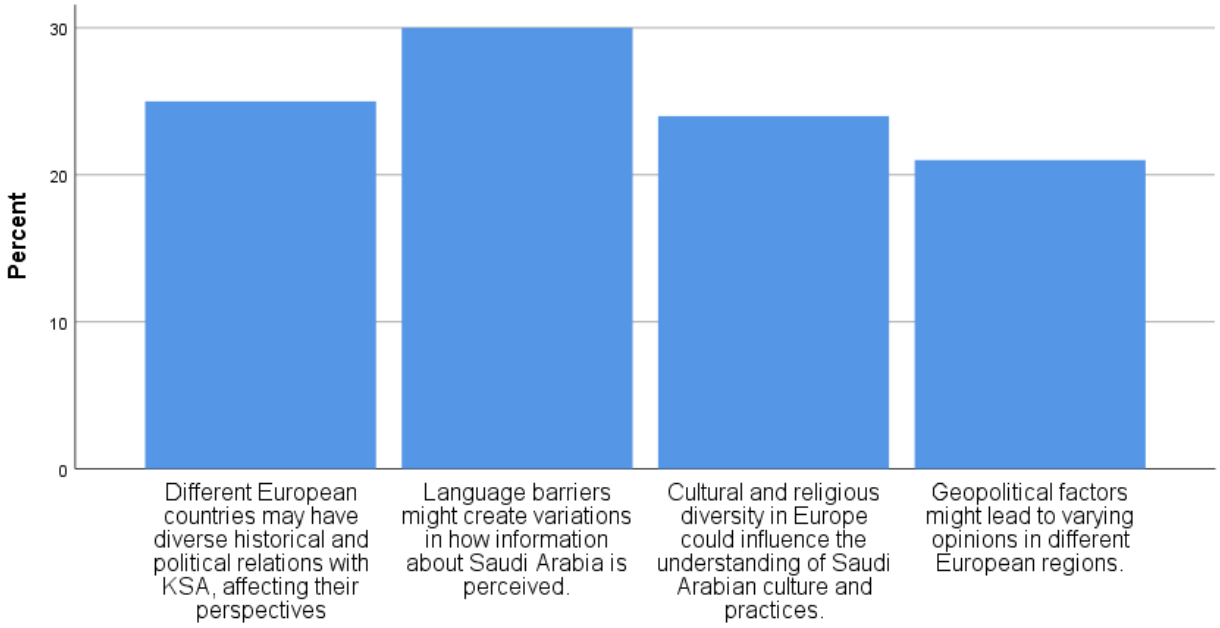
Table 35: Image of Saudia Arabia on X in Europe Vary Across European Countries

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	25	25.0	25.0	25.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	30	30.0	30.0	55.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	24	24.0	24.0	79.0
Geopolitical factors might lead to varying opinions in different European regions.	21	21.0	21.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 39: Source: Own elaboration.



Historical, political, linguistic, cultural, and geopolitical considerations all have a role in shaping how Saudi Arabia is portrayed on X in Finland, according to the study's findings. Relationships that any European country may have with Saudi Arabia might influence their views (25%).

There may be differences in how information concerning Saudi Arabia is understood by Finnish X users due to language limitations (30%). This highlights the need for easy access to languages and precise translations to enable complete comprehension.

5.6.6 Possibilities of Knowledge Management Change Perspective of Europeans

Table 36: Possibilities of Knowledge Management Change Perspective of Europeans

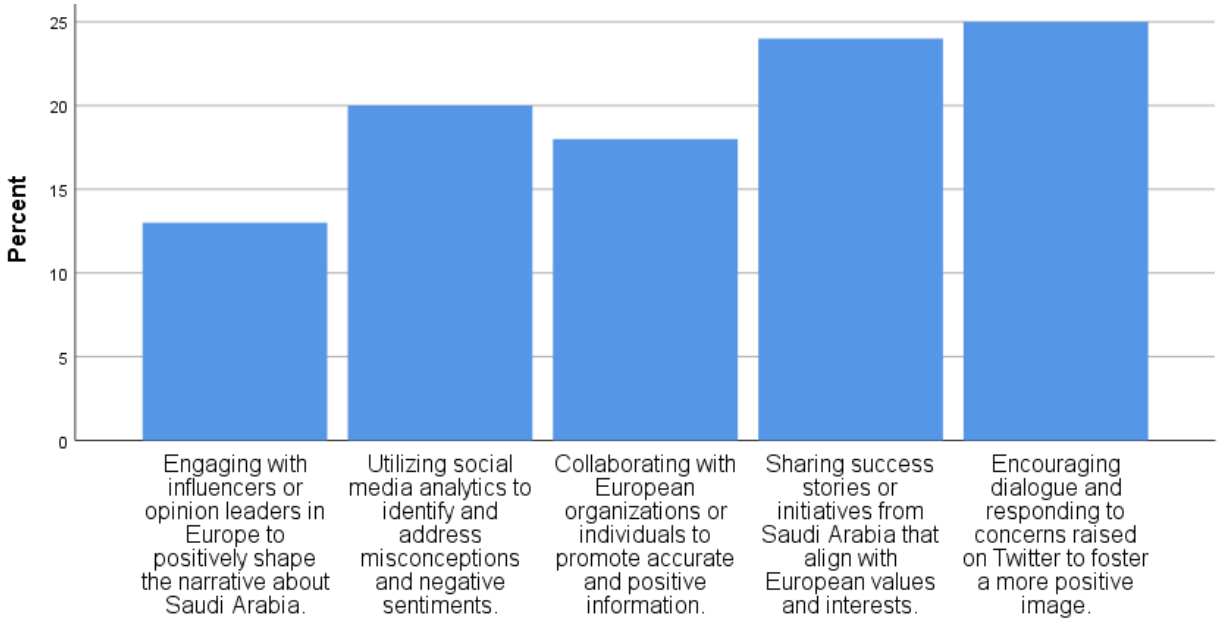
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	13	13.0	13.0	13.0
Utilizing social media analytics to identify and address misconceptions and negative sentiments.	20	20.0	20.0	33.0
Collaborating with European organizations or individuals to promote accurate and positive information.	18	18.0	18.0	51.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	24	24.0	24.0	75.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	25	25.0	25.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 40: Source: Own elaboration.



The poll findings suggest a number of ways in which knowledge management may alter the way Finns think about Saudi Arabia for the better. An increase in favorable attitudes towards Saudi Arabia (by 13%) may be achieved by outreach to influential Finns. Misconceptions and unfavorable emotions (20%) may be corrected, and perceptions can be improved by using social media analytics to detect and address them.

To better understand each other and build bilateral connections, Saudi Arabia (18%) is open to working with organizations or people in Finland to provide accurate and positive information about Saudi Arabia. The view of Saudi Arabia may be improved by bridging cultural divides via the dissemination of success stories or projects from Saudi Arabia (24%), which are in line with the values and interests of the Finnish people. Last but not least, a 25% X response rate demonstrates an openness to positively connect with the Finnish audience and correct any misunderstandings or unpleasant feelings that may have been expressed.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study's results shed light on the public's perception of Saudi Arabia in Finland based on tweets. X users in Finland discuss many topics related to Finnish society, including politics, the economy, and culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. X users in Finland show a willingness to question and challenge the official narrative of the country when addressing Saudi Arabia. Factors such as history, politics, language, culture, and geography all have a role in shaping how people in different European nations see one another. A more nuanced and favorable perception of Saudi Arabia in Finland may be fostered via the implementation of knowledge management initiatives that include influencers, make use of social media analytics, promote factual information, share success stories, and stimulate discourse.

5.7 1.7 Hungary

The purpose of this study is to examine how Hungarian X users feel towards Saudi Arabia. We hope to learn more about how Saudi Arabia is portrayed on X compared to official messaging, how perspectives vary across European countries, and how knowledge management can be used to shape a positive image of Saudi Arabia in Hungary by analyzing the data collected through the survey.

5.7.1 Most Common Themes and Topics Discussed About Saudia Arabia on X in Europe

Table 37: Most Common Themes and Topics Discussed About Saudia Arabia on X in Europe

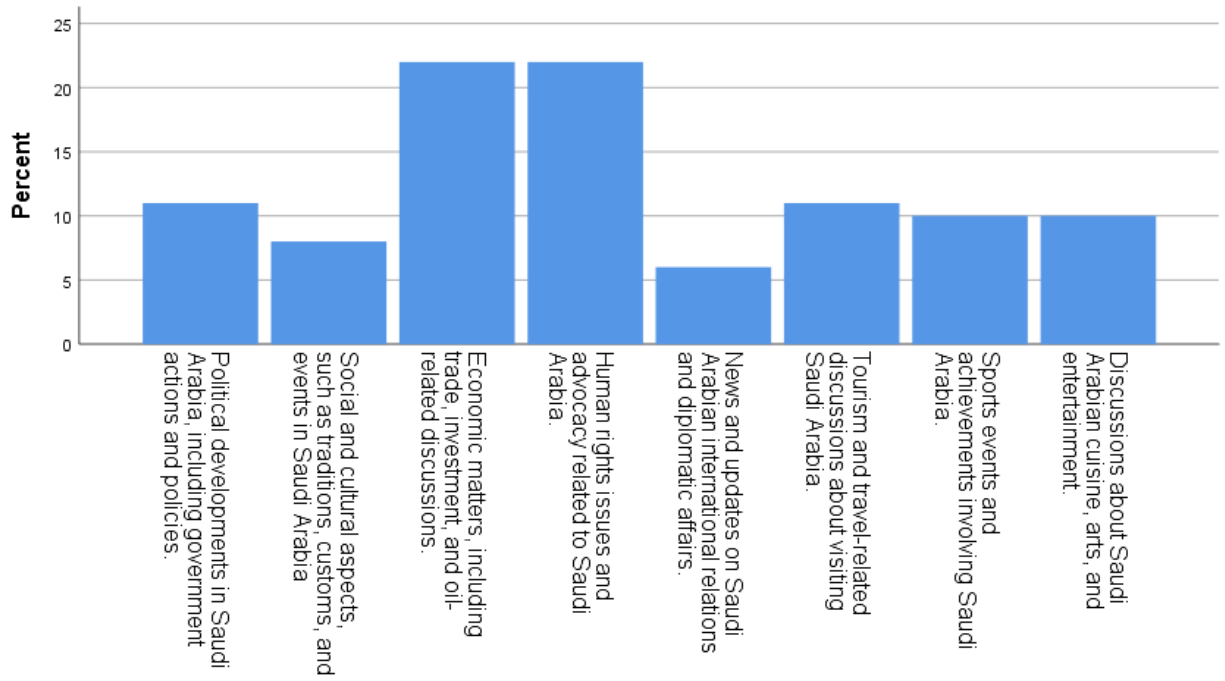
	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	11	11.0	11.0	11.0

USC DE SANTIAGO DE COMPOSTELA

Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	8	8.0	8.0	19.0
Economic matters, including trade, investment, and oil-related discussions.	22	22.0	22.0	41.0
Human rights issues and advocacy related to Saudi Arabia.	22	22.0	22.0	63.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	6	6.0	6.0	69.0
Tourism and travel-related discussions about visiting Saudi Arabia.	11	11.0	11.0	80.0
Sports events and achievements involving Saudi Arabia.	10	10.0	10.0	90.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	10	10.0	10.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 41: Source: Own elaboration.



The results of the poll show that several topics related to Saudi Arabia are often discussed among Hungarian X users. Hungarian users seem to be interested in the country's political scene, placing a high value on keeping up with political events (including government acts and policies) (11%).

In addition, economic topics such as trade, investment, and oil-related talks are actively discussed by Hungarian users (22%), demonstrating their interest in the economic links and ramifications of Saudi Arabia.

5.7.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 38: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

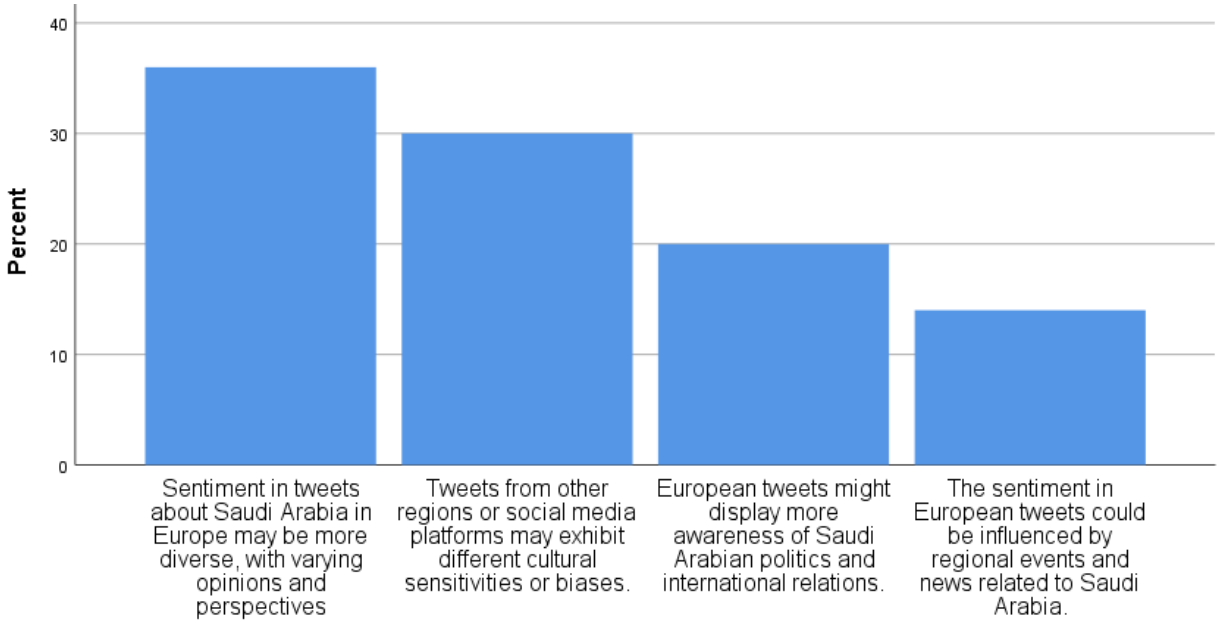
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	36	36.0	36.0	36.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	30	30.0	30.0	66.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	20	20.0	20.0	86.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	14	14.0	14.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 42: Source: Own elaboration.



According to the findings of the poll, there is a wider range of thoughts and viewpoints expressed in tweets regarding Saudi Arabia in Europe. These results demonstrate the multiethnic character of Hungarian X and the diversity of opinions that may be expressed towards Saudi Arabia.

Cultural prejudices or sensitivity may also be different in 30% of tweets if they come from a different location or social media site. That means Hungarians on X are exposed to viewpoints from all around the world, which may shape how they feel about Saudi Arabia.

5.7.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

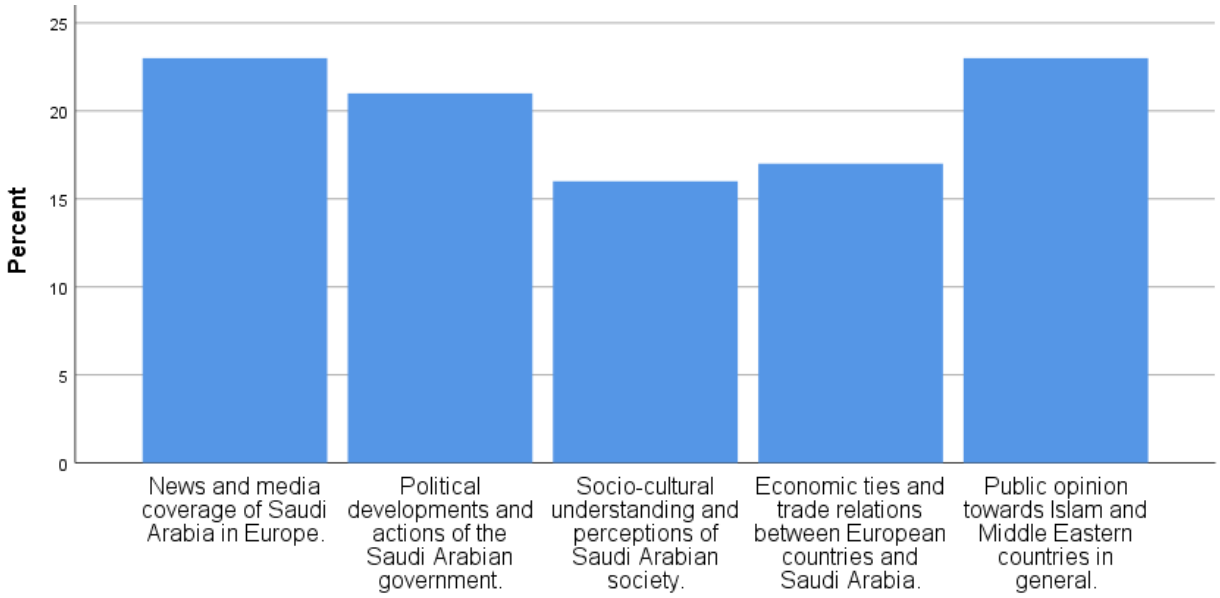
Table 39: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	23	23.0	23.0	23.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Political developments and actions of the Saudi Arabian government.	21	21.0	21.0	44.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	16	16.0	16.0	60.0
Economic ties and trade relations between European countries and Saudi Arabia.	17	17.0	17.0	77.0
Public opinion towards Islam and Middle Eastern countries in general.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 43: Source: Own elaboration.



USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study highlights many important elements that affect the tone of Hungarian users' tweets against Saudi Arabia. Hungarian users seem to be profoundly influenced by how the media portrays Saudi Arabia, with 23% saying they were influenced by news and media coverage of the kingdom in Europe.

The political choices of the Saudi Arabian administration (21%) also have a substantial effect on the perception of the nation in Hungary, as seen by the tweets of Hungarian X users.

5.7.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

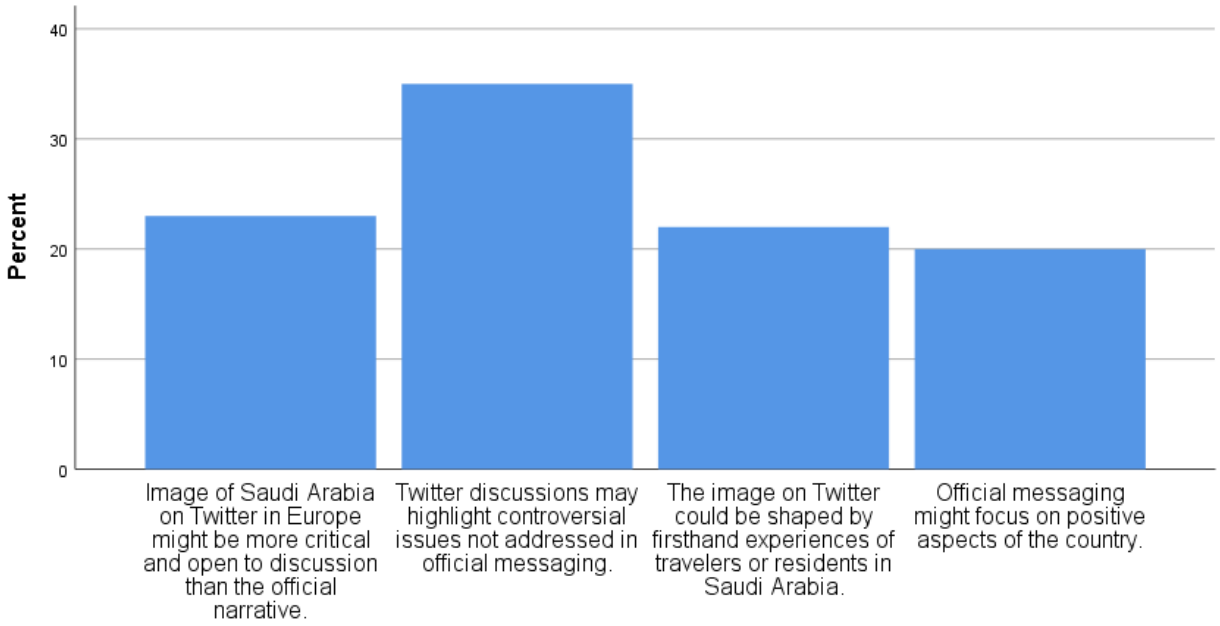
Table 40: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	23	23.0	23.0	23.0
X discussions may highlight controversial issues not addressed in official messaging.	35	35.0	35.0	58.0
The image on X could be shaped by firsthand experiences of travellers or residents in Saudi Arabia.	22	22.0	22.0	80.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Official messaging might focus on positive aspects of the country.	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Figure 44: Source: Own elaboration.



The results of the poll indicate that 23% of Hungarians believe the Saudi Arabian image on X is more critical and open to debate than the official narrative. This suggests that X is used for conversations and arguments about Saudi Arabia that go beyond official statements.

Furthermore, 35% of the time, X conversations bring up contentious topics that aren't addressed in official messages, demonstrating the importance of social media platforms in promoting open and honest dialogue.

5.7.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

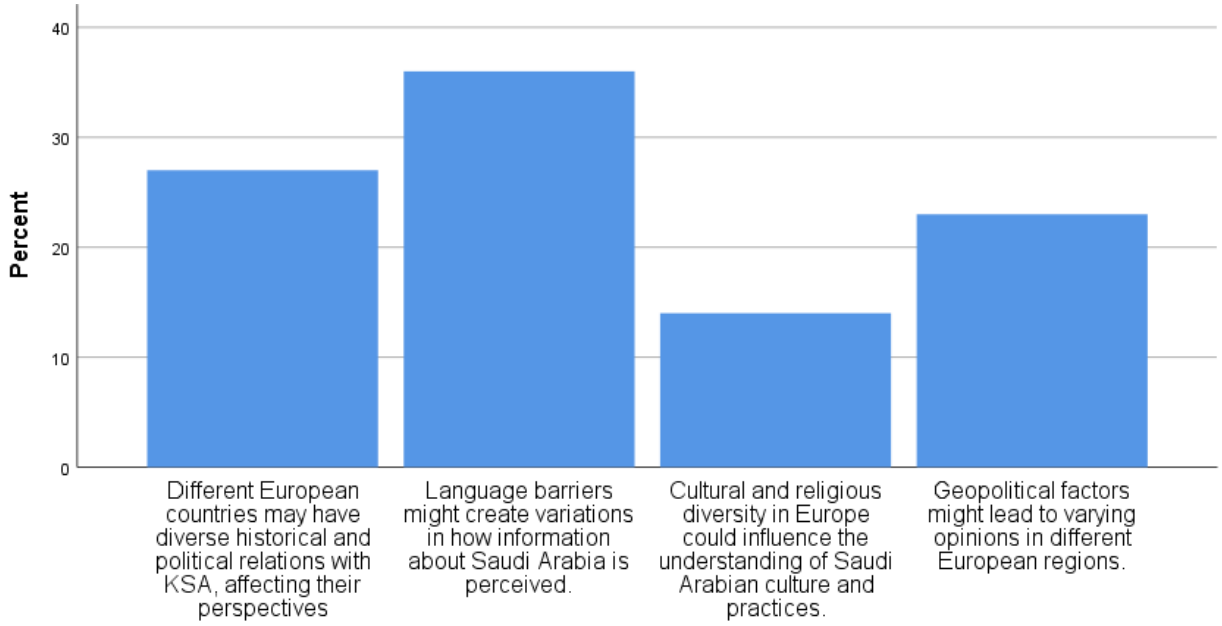
Table 41: Image of Saudia Arabia on X in Europe Vary Across European Countries

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	27	27.0	27.0	27.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	36	36.0	36.0	63.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	14	14.0	14.0	77.0
Geopolitical factors might lead to varying opinions in different European regions.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 45: Source: Own elaboration.



Historical, political, linguistic, cultural, and geopolitical considerations all have a role in shaping how Saudi Arabia is seen on X in Hungary, as shown by the study's results. Relationships that individual European nations have with Saudi Arabia may shape their views (27%).

Language limitations (36%) may also contribute to discrepancies in how Hungarian X users interpret news regarding Saudi Arabia. This highlights the need for easy access to languages and precise translations to enable complete comprehension.

5.7.6 Possibilities of Knowledge Management Change Perspective of Europeans

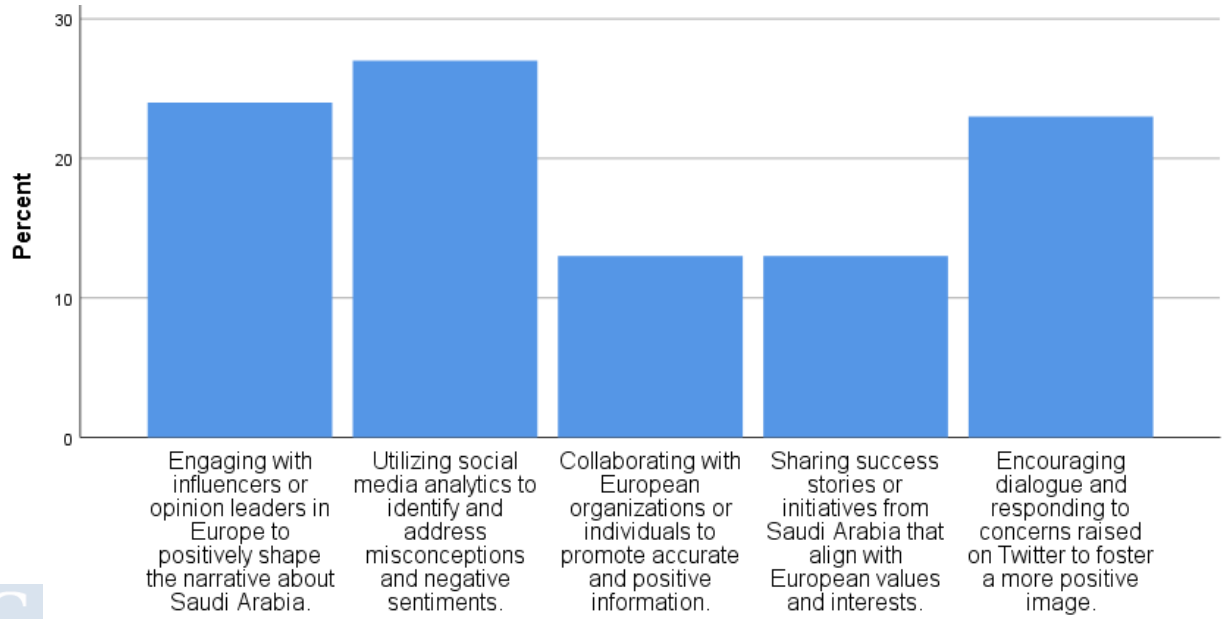
Table 42: Possibilities of Knowledge Management Change Perspective of Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	24	24.0	24.0	24.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Utilizing social media analytics to identify and address misconceptions and negative sentiments.	27	27.0	27.0	51.0
Collaborating with European organizations or individuals to promote accurate and positive information.	13	13.0	13.0	64.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	13	13.0	13.0	77.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 46: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study findings show that knowledge management has various chances to alter the way Hungarians think about Saudi Arabia for the better. A more favorable perception of Saudi Arabia (24%) may be fostered by outreach to influential Hungarians in order to shift the narrative. In addition, correcting misinformation and improving public opinion may be facilitated by using social media analytics to discover and address misunderstandings and unfavorable attitudes (27%).

Mutual understanding and relationships may be strengthened by joint efforts with Hungarian organizations or people to provide truthful and positive information about Saudi Arabia (13%). Bridging cultural divides and improving views of Saudi Arabia may be accomplished by sharing success stories or projects from Saudi Arabia that are in line with Hungarian values and interests (13%). Finally, 23% of tweets demonstrate a desire to actively connect with the Hungarian audience and clarify any misunderstandings or bad attitudes by fostering debate and reacting to issues stated.

The results of this study reveal some interesting facts about how Hungarians see Saudi Arabia thanks to the platform of X. X users in Hungary often debate a wide range of topics, from political and economic events to human rights and cultural concerns. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. The importance of social media as a venue for free debates is shown by the fact that X conversations in Hungary are more diversified than official statements. Different European nations have different perceptions because of their own histories, governments, languages, cultures, and geopolitical situations. Knowledge management techniques that include influential people, make use of social media analytics, spread correct information, highlight achievements, and foster discussion might help Hungarians build a more nuanced and favorable impression of Saudi Arabia.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.8 Malta

In this study, we inquire into how Maltese X users feel towards Saudi Arabia. We hope to learn more about the range of opinions held about Saudi Arabia on X, the factors that contribute to those opinions, the consistency between X and official messaging, the differences in viewpoints across European countries, and the potential of knowledge management to shape a positive image of Saudi Arabia in Malta by carefully analyzing the survey data.

5.8.1 Most Common Themes And Topics Discussed About Saudia Arabia On X In Europe

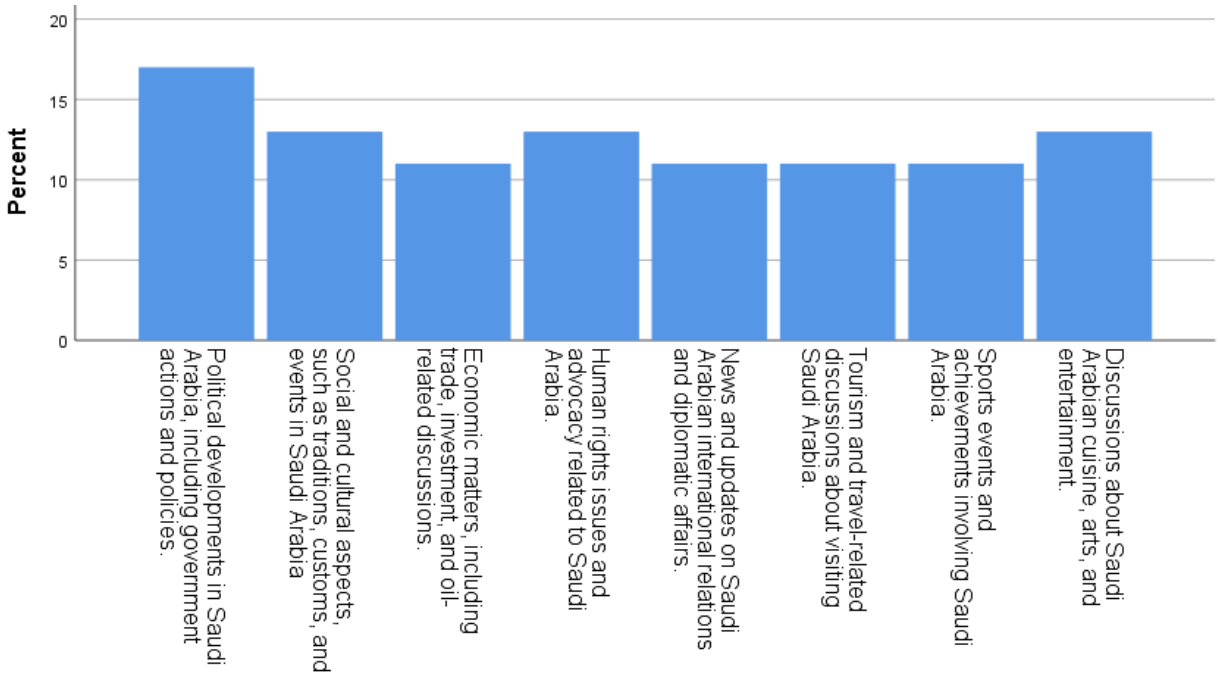
Table 43: Most Common Themes And Topics Discussed About Saudia Arabia On X In Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	17	17.0	17.0	17.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	13	13.0	13.0	30.0
Economic matters, including trade, investment, and oil-related discussions.	11	11.0	11.0	41.0
Human rights issues and advocacy related to Saudi Arabia.	13	13.0	13.0	54.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

News and updates on Saudi Arabian international relations and diplomatic affairs.	11	11.0	11.0	65.0
Tourism and travel-related discussions about visiting Saudi Arabia.	11	11.0	11.0	76.0
Sports events and achievements involving Saudi Arabia.	11	11.0	11.0	87.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Figure 47: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The results of the poll show that tweets on Saudi Arabia are often shared by Maltese users. There is a clear interest among Maltese users in keeping up with political happenings (17%), especially government acts and policies.

A sizeable percentage of the population is also interested in learning more about the social and cultural components of Saudi Arabia (13%), such as the country's traditions, customs, and events.

5.8.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

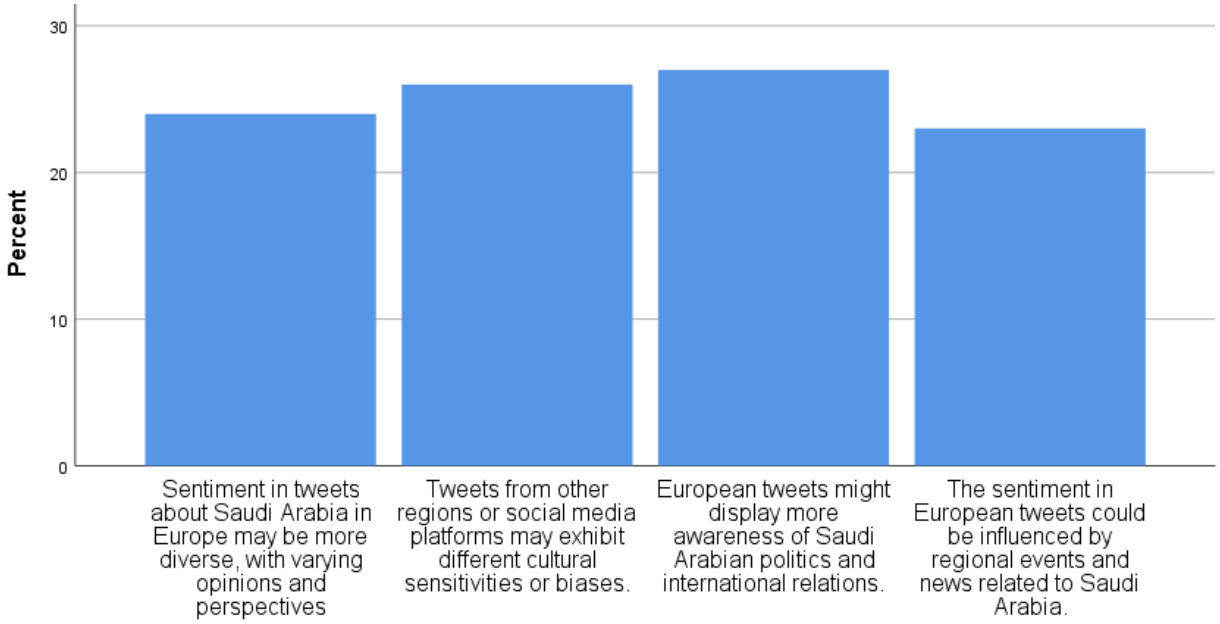
Table 44: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	24	24.0	24.0	24.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	26	26.0	26.0	50.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	27	27.0	27.0	77.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 48: Source: Own elaboration.



The findings of the poll indicate that the tone of tweets on Saudi Arabia in Europe is more nuanced than previously thought (24%). This shows how diverse the X community in Malta is and how opinions towards Saudi Arabia might vary.

Furthermore, 26% of tweets may display cultural sensitivity or prejudice due to tweets being sent from other countries or social media sites. This means that people in Malta who use X are exposed to a wide variety of viewpoints regarding Saudi Arabia from all around the world.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

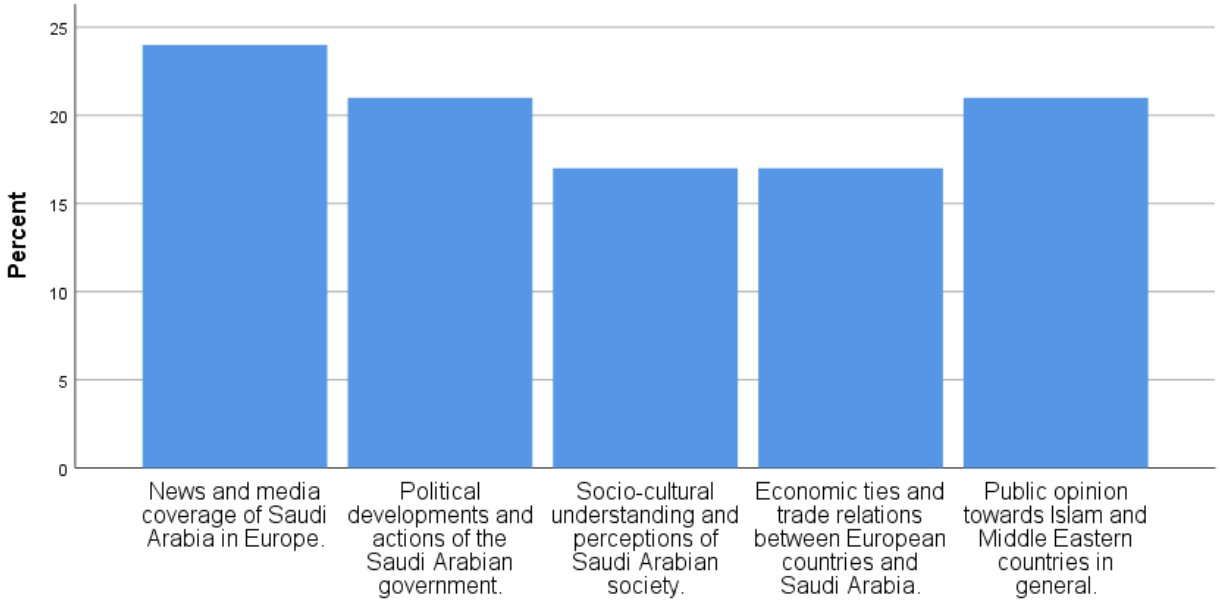
5.8.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

Table 45: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	24	24.0	24.0	24.0
Political developments and actions of the Saudi Arabian government.	21	21.0	21.0	45.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	17	17.0	17.0	62.0
Economic ties and trade relations between European countries and Saudi Arabia.	17	17.0	17.0	79.0
Public opinion towards Islam and Middle Eastern countries in general.	21	21.0	21.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 49: Source: Own elaboration.



The study highlights many important aspects that affect the tone of Maltese users' tweets against Saudi Arabia. It's likely that Maltese users are profoundly affected by the way the media portrays Saudi Arabia, since 24% of Europeans say they base their opinions on what they've read or seen about the nation in the news.

The political choices of the Saudi Arabian administration (21%) also have a substantial effect on the perception of the nation in Malta, as seen by tweets from the country's citizens.

5.8.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

Table 46: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

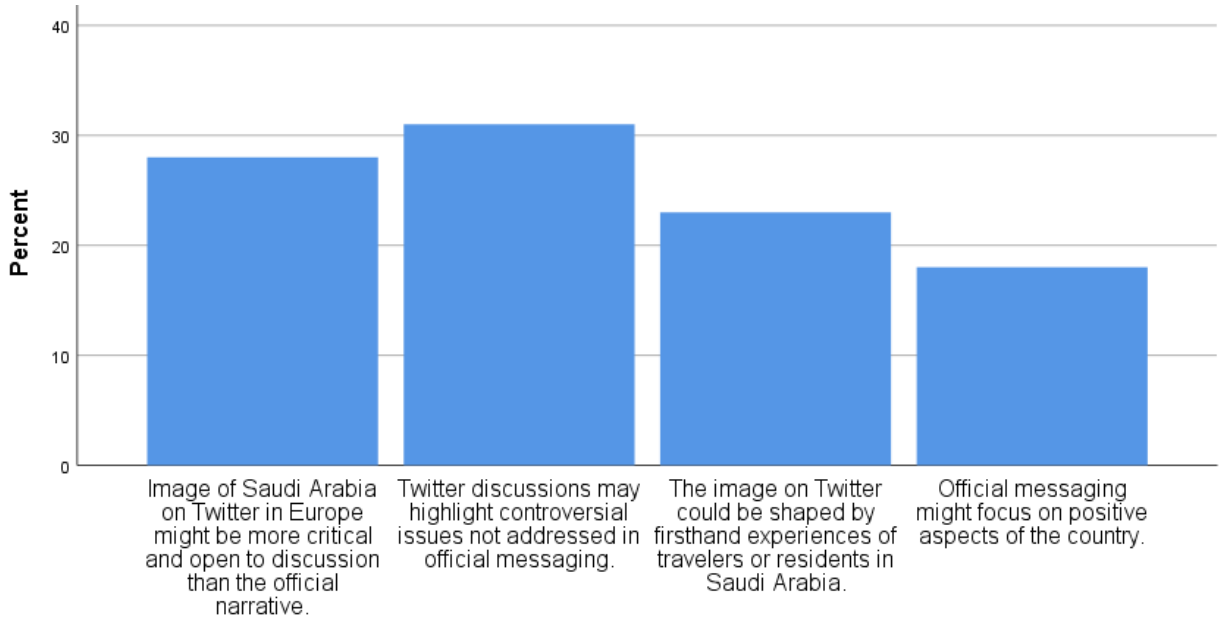
	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to	28	28.0	28.0	28.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

discussion than the official narrative.				
X discussions may highlight controversial issues not addressed in official messaging.	31	31.0	31.0	59.0
The image on X could be shaped by firsthand experiences of travellers or residents in Saudi Arabia.	23	23.0	23.0	82.0
Official messaging might focus on positive aspects of the country.	18	18.0	18.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 50: Source: Own elaboration.



According to the results, the perception of Saudi Arabia on X in Malta seems to be more critical and open to debate than the official narrative. This suggests that X is used for conversations and arguments about Saudi Arabia that go beyond official statements.

The importance of social media platforms in promoting open and transparent talks is further highlighted by the fact that X debates may expose contentious problems not addressed in official messages (31%).

5.8.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

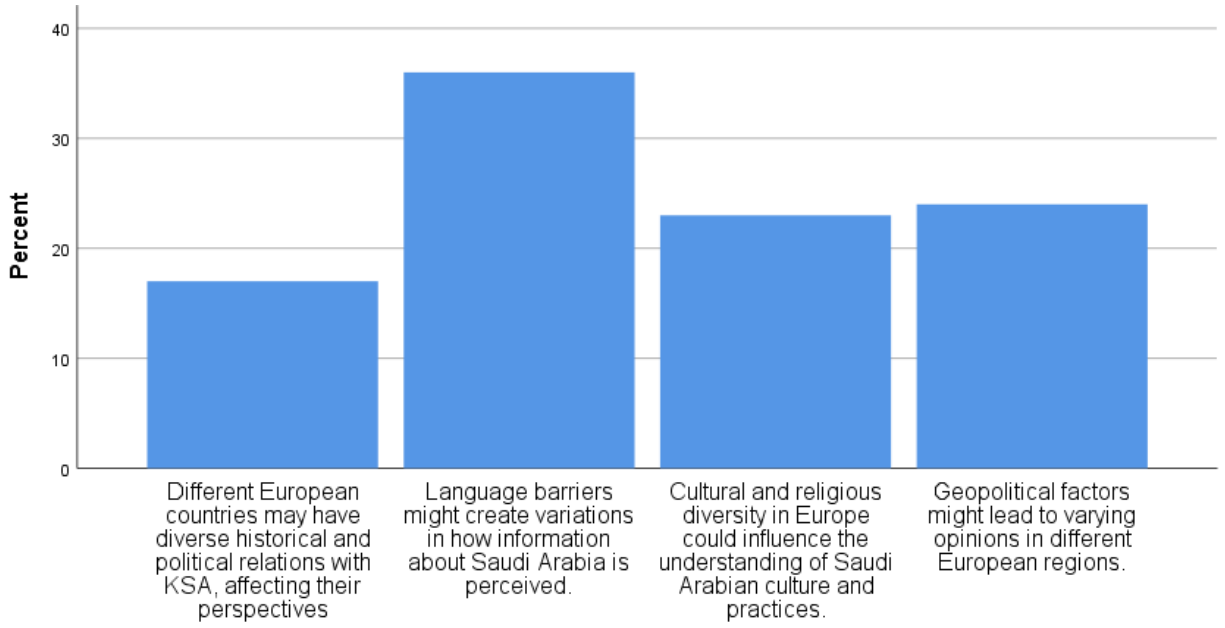
Table 47: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	17	17.0	17.0	17.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Language barriers might create variations in how information about Saudi Arabia is perceived.	36	36.0	36.0	53.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	23	23.0	23.0	76.0
Geopolitical factors might lead to varying opinions in different European regions.	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Figure 51: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Based on historical, political, linguistic, cultural, and geopolitical contexts, the study found that the image of Saudi Arabia on X in Malta differs. There may be regional differences in opinion about Saudi Arabia among European nations (17%).

In addition, linguistic difficulties (36% of Maltese X users) may lead to divergent interpretations of news concerning Saudi Arabia. This highlights the need for easy access to languages and precise translations to enable complete comprehension.

5.8.6 Possibilities of Knowledge Management Change Perspective of Europeans

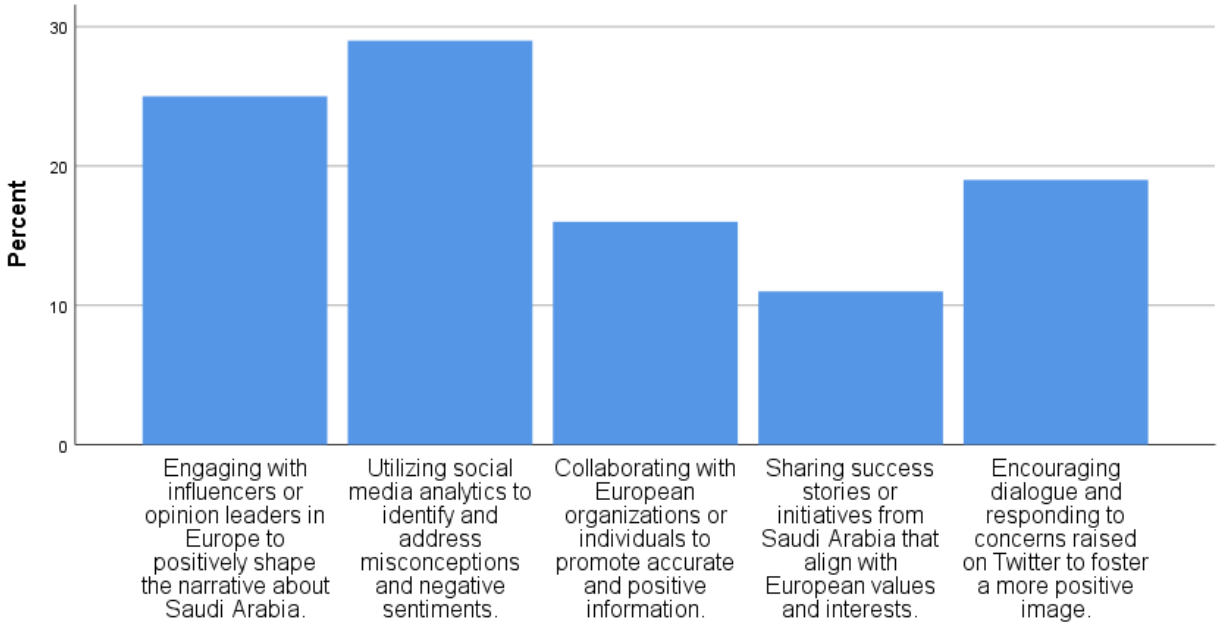
Table 48: Possibilities of Knowledge Management Change Perspective of Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	25	25.0	25.0	25.0
Utilizing social media analytics to identify and address misconceptions and negative sentiments.	29	29.0	29.0	54.0
Collaborating with European organizations or individuals to promote accurate and positive information.	16	16.0	16.0	70.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	11	11.0	11.0	81.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Figure 52: Source: Own elaboration.



The study findings show that knowledge management has several chances to alter Maltese perceptions of Saudi Arabia for the better. A more favorable perception of Saudi Arabia (25%) might be fostered by outreach to influencers or opinion leaders in Malta. Misconceptions and unfavorable attitudes (29%) may be corrected, and perceptions can be improved with the help of social media analytics.

To improve mutual understanding and deepen bilateral connections, Saudi Arabia and Maltese organizations or people should work together to provide good information about Saudi Arabia (16%). Communicating Saudi success stories or activities that are relevant to Maltese

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

beliefs and interests (11%) may help break down barriers and change attitudes about the Kingdom. Finally, 19 percent of Maltese X users say they are prepared to actively interact with the public by fostering debate and reacting to issues made on X.

The study's results give substantial insights into how people in Malta see Saudi Arabia thanks to X conversations. Politics, the economy, human rights, and culture are just some of the topics that Maltese X users often debate. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. Social media's value as a forum for free speech is shown by the fact that X conversations in Malta are more nuanced than official statements. Different European nations have different perceptions because of their own histories, governments, languages, cultures, and geopolitical situations. A more nuanced and favorable perception of Saudi Arabia in Malta may result from the implementation of knowledge management initiatives that include influencers, use social media analytics, promote factual information, share success stories, and foster discourse.

5.9 Poland

In this study, we investigate how Polish X users feel towards Saudi Arabia. We hope to learn more about the range of opinions held about Saudi Arabia on X, how closely these opinions align with official messaging, how perceptions of the country differ across European countries, and how knowledge management can be used to promote a positive image of Saudi Arabia in Poland by analyzing the survey data.

5.9.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

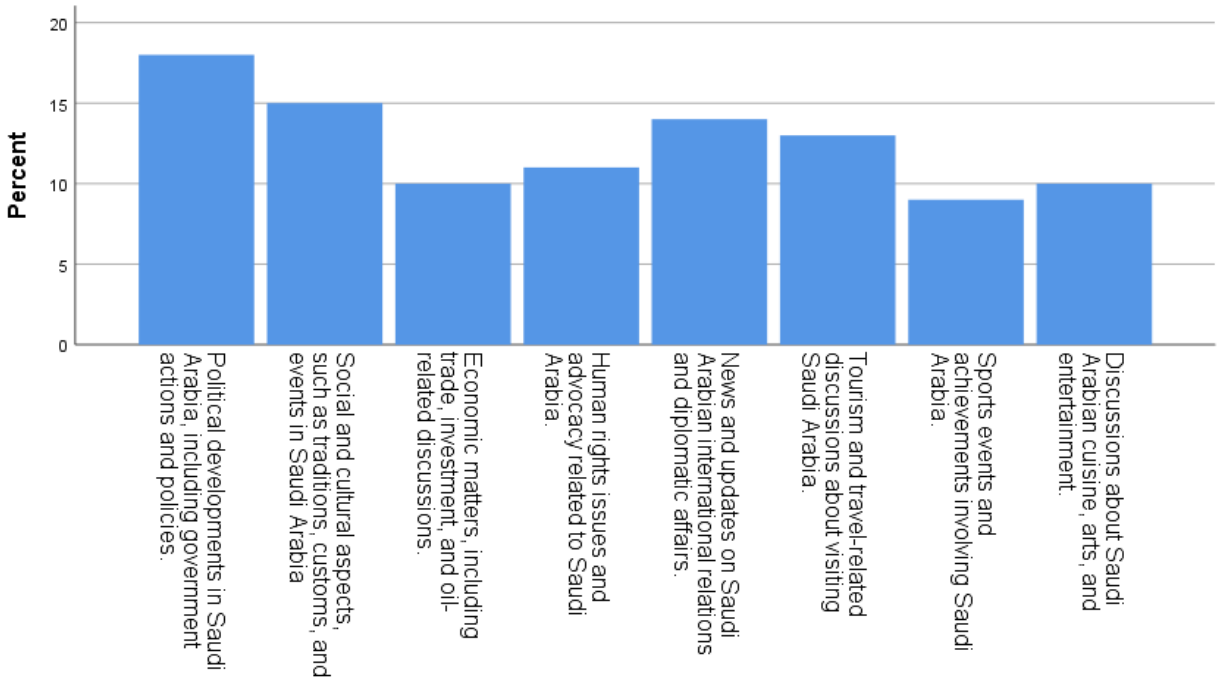
Table 49: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	18	18.0	18.0	18.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	15	15.0	15.0	33.0
Economic matters, including trade, investment, and oil-related discussions.	10	10.0	10.0	43.0
Human rights issues and advocacy related to Saudi Arabia.	11	11.0	11.0	54.0
News and updates on Saudi Arabian international relations and diplomatic affairs.	14	14.0	14.0	68.0
Tourism and travel-related discussions about visiting Saudi Arabia.	13	13.0	13.0	81.0
Sports events and achievements involving Saudi Arabia.	9	9.0	9.0	90.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	10	10.0	10.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 53: Source: Own elaboration.



The results of the poll indicate that tweets on Saudi Arabia are often shared by Polish users. Users in Poland pay great attention to political events and developments, such as government acts and policies, since 18% of all posts are related to this topic.

There is a clear interest in learning more about Saudi Arabia's rich cultural legacy, as 15% of all searches pertain to social and cultural features such as traditions, rituals, and events.

5.9.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

Table 50: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

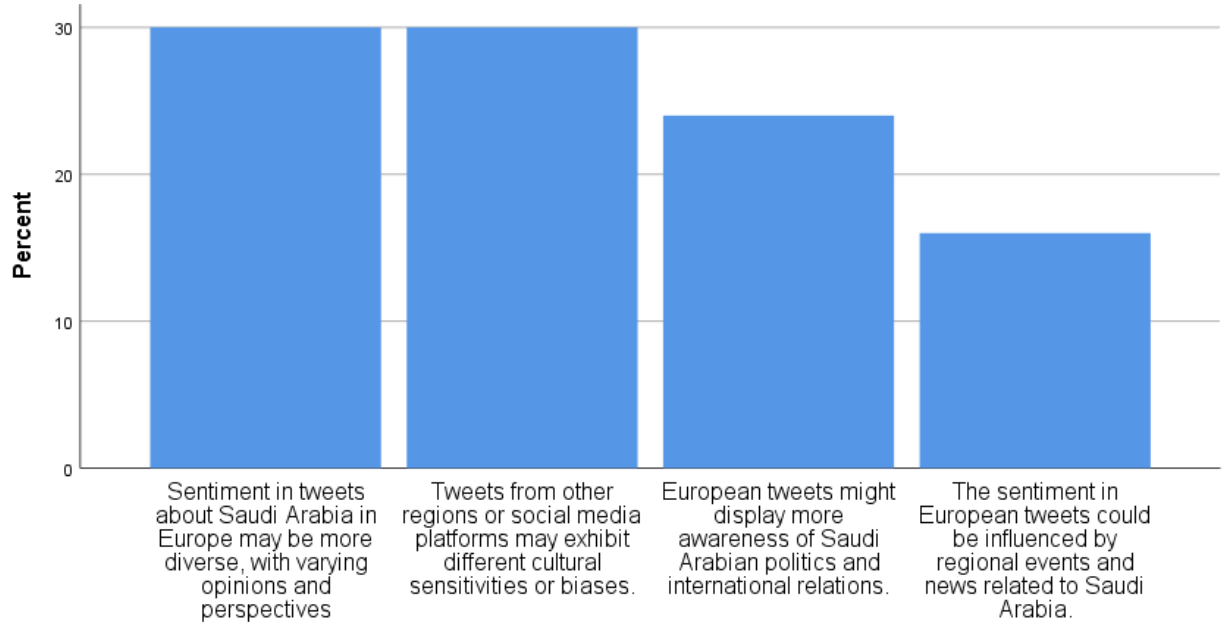
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	30	30.0	30.0	30.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	30	30.0	30.0	60.0
European tweets might display more awareness of Saudi Arabian politics and international relations.	24	24.0	24.0	84.0
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	16	16.0	16.0	100.0
Total	100	100.0	100.0	

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Figure 54: Source: Own elaboration.



According to the findings of the poll, there is a wider range of thoughts and viewpoints expressed in tweets regarding Saudi Arabia in Europe. This indicates that views on Saudi Arabia among Polish X users are diverse.

It's possible that Polish users are exposed to a variety of global viewpoints that may impact their opinions about Saudi Arabia, such as tweets from other areas or social media sites (30%) that may reflect different cultural sensitivities or prejudices.

5.9.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

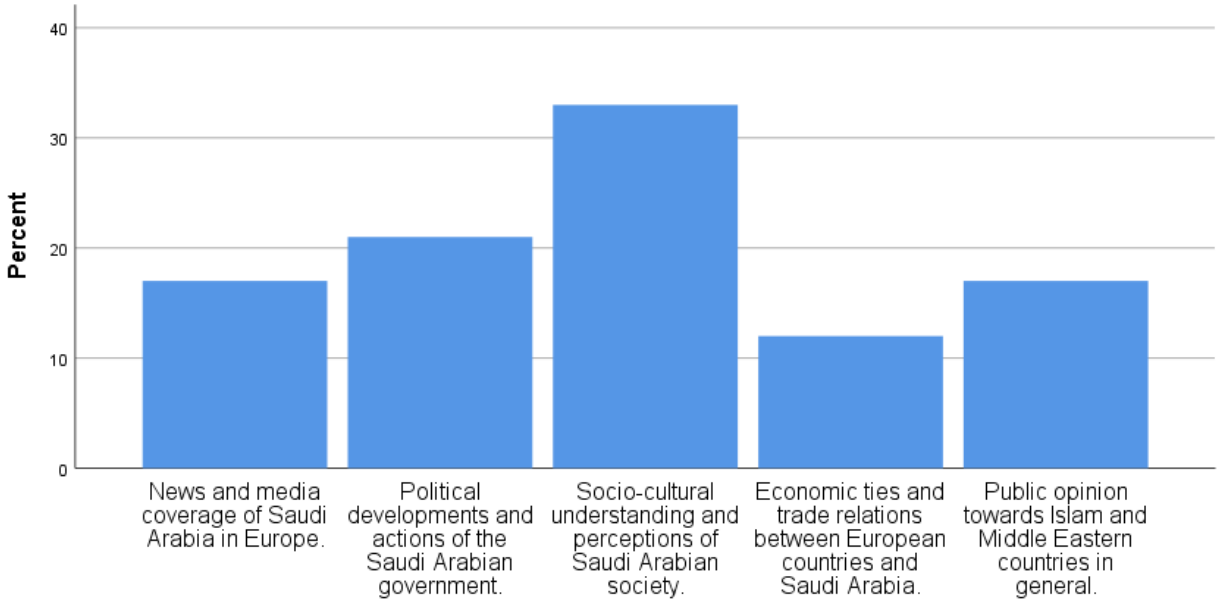
Table 51: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	17	17.0	17.0	17.0
Political developments and actions of the	21	21.0	21.0	38.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Saudi Arabian government.				
Socio-cultural understanding and perceptions of Saudi Arabian society.	33	33.0	33.0	71.0
Economic ties and trade relations between European countries and Saudi Arabia.	12	12.0	12.0	83.0
Public opinion towards Islam and Middle Eastern countries in general.	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Figure 55: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Several important characteristics that affect the tone of Polish users' tweets on Saudi Arabia are identified. Polish users are affected by the media's portrayal of Saudi Arabia, with 17% saying that they formed their opinion based on what they saw in the news or saw in the media.

A large portion of Polish X users are affected by political events and acts taken by the Saudi Arabian government (21%), indicating that political choices made in Saudi Arabia do have an effect on how the nation is seen in Poland.

5.9.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

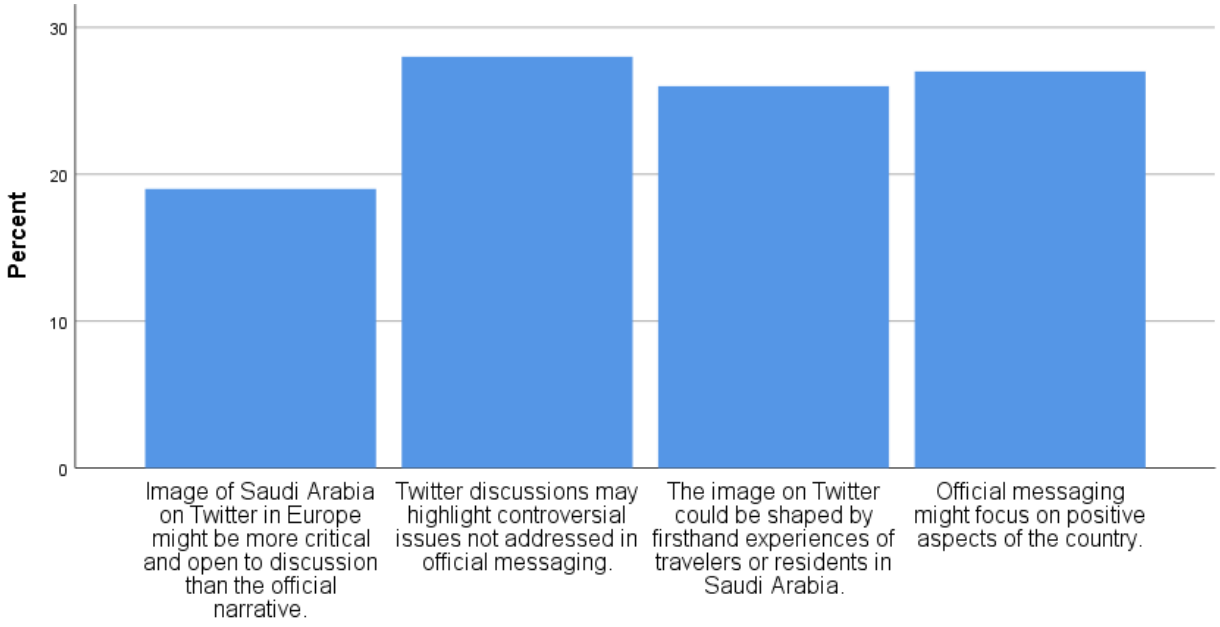
Table 52: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than the official narrative.	19	19.0	19.0	19.0
X discussions may highlight controversial issues not addressed in official messaging.	28	28.0	28.0	47.0
The image on X could be shaped by firsthand experiences of travellers or residents in Saudi Arabia.	26	26.0	26.0	73.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Official messaging might focus on positive aspects of the country.	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Figure 56: Source: Own elaboration.



Compared to the official narrative (19%), the picture of Saudi Arabia on X in Poland seems to be more critical and open to debate, according to the results of a recent poll. This suggests that, outside the bounds of official discourse, X functions as a venue for open debate and discussion about Saudi Arabia.

In addition, X conversations may bring to light contentious problems that aren't addressed in official messages (28%), highlighting the value of social media platforms in fostering open dialogue.

5.9.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

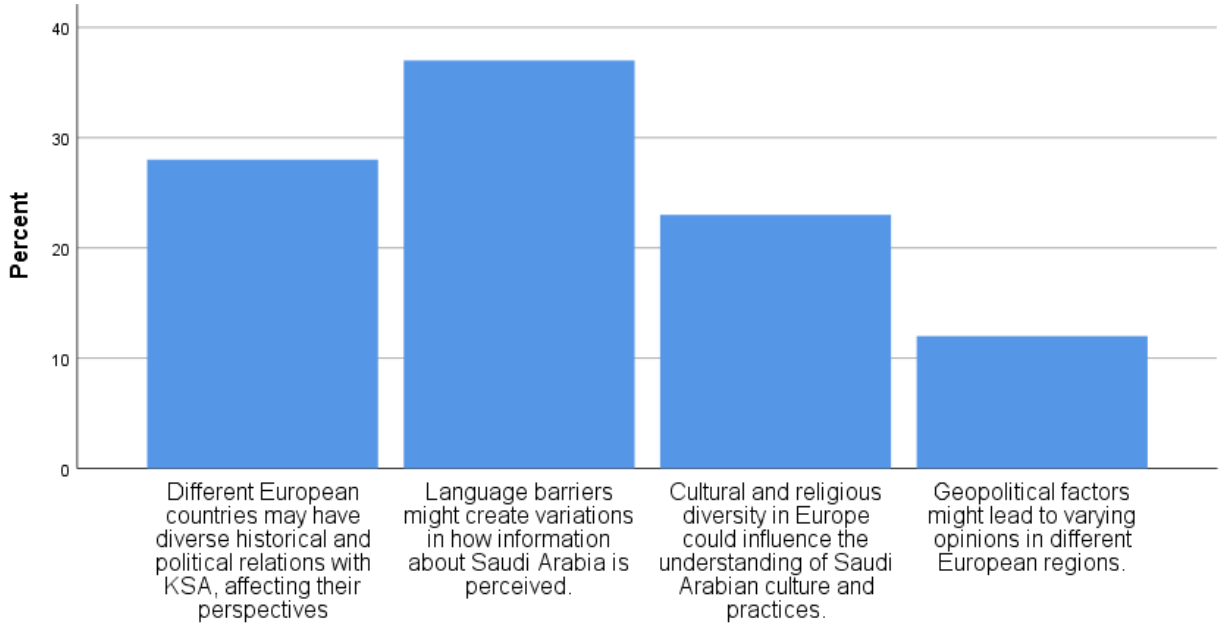
Table 53: Image of Saudia Arabia on X in Europe Vary Across European Countries

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	28	28.0	28.0	28.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	37	37.0	37.0	65.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	23	23.0	23.0	88.0
Geopolitical factors might lead to varying opinions in different European regions.	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Figure 57: Source: Own elaboration.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



The study's results show that perceptions of Saudi Arabia on X in Poland differ according to the country's unique history, politics, language, culture, and geopolitical context. The views of the remaining 28 percent may be affected by the different relationships that certain European nations have with Saudi Arabia.

There may also be differences in how information about Saudi Arabia is interpreted by Polish X users due to linguistic constraints (37%). This demonstrates the need for translations that are both accessible and accurate to enable full comprehension.

5.9.6 Possibilities of Knowledge Management Change Perspective of Europeans

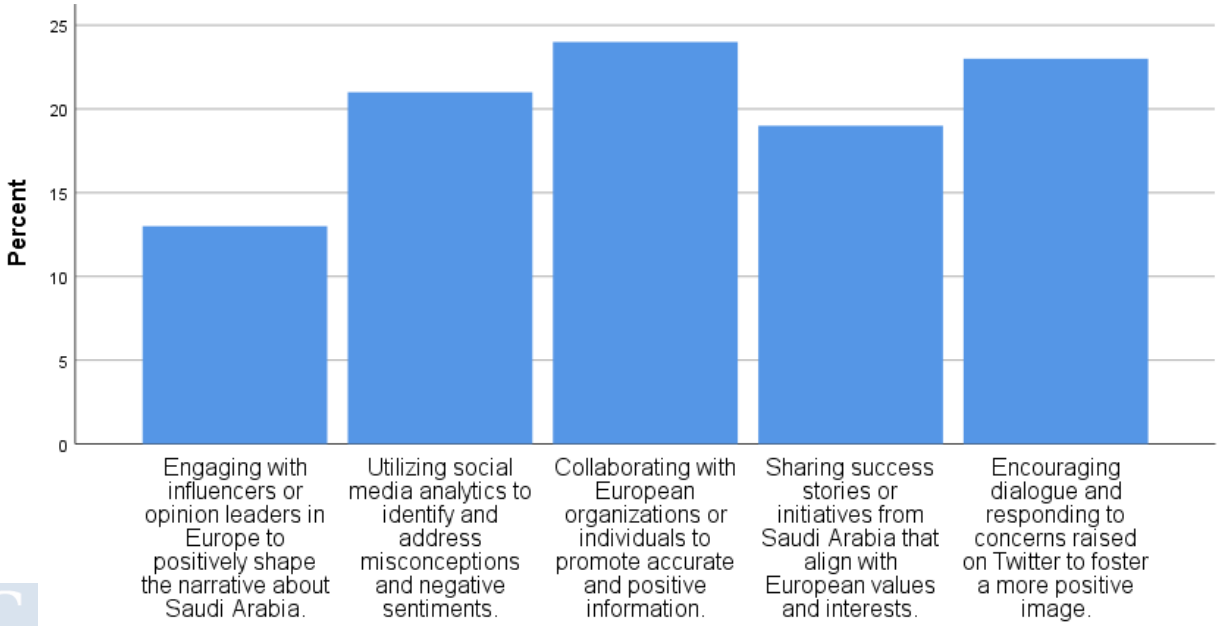
Table 54: Possibilities of Knowledge Management Change Perspective of Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	13	13.0	13.0	13.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Utilizing social media analytics to identify and address misconceptions and negative sentiments.	21	21.0	21.0	34.0
Collaborating with European organizations or individuals to promote accurate and positive information.	24	24.0	24.0	58.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	19	19.0	19.0	77.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 58: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The study findings show that knowledge management has numerous chances to alter negative Polish perceptions of Saudi Arabia. A more favorable perception of Saudi Arabia (13%) might be fostered by outreach to influencers or opinion leaders in Poland. Misconceptions and unfavorable attitudes (21%) may be corrected, and perceptions can be improved with the help of social media analytics.

To improve mutual understanding and deepen bilateral relations, Saudi Arabia and Poland might work together to spread good information about Saudi Arabia (24%). The impression of Saudi Arabia among Poles might be boosted by sharing success stories or projects from the Kingdom (19%) that are in line with Polish values and interests. Finally, 23% of Polish X users say they are eager to actively interact with the public by reacting to complaints and fostering discussion.

The results of this study provide important information on how Saudi Arabia is seen in Poland via the medium of X conversations. X users in Poland often talk on the country's politics, economy, human rights situation, and culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. The importance of social media as a venue for free debates is shown by the fact that X conversations in Poland are more diversified than official statements. Different European nations have different perceptions because of their own histories, governments, languages, cultures, and geopolitical situations. A more accurate and favorable image of Saudi Arabia in Poland may be fostered via the implementation of knowledge management initiatives that include influencers, use social media analytics, promote factual information, share success stories, and stimulate conversation.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

5.10 Portugal

The purpose of this research is to learn more about how Portuguese X users feel towards Saudi Arabia. Through a thorough examination of the survey results, we hope to learn more about the most popular subjects of conversation on X, the range of opinions expressed, the factors that contribute to those opinions, the congruence between X and official messaging, the diversity of opinions across European nations, and the potential of knowledge management to shape a positive image of Saudi Arabia in Portugal.

5.10.1 Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

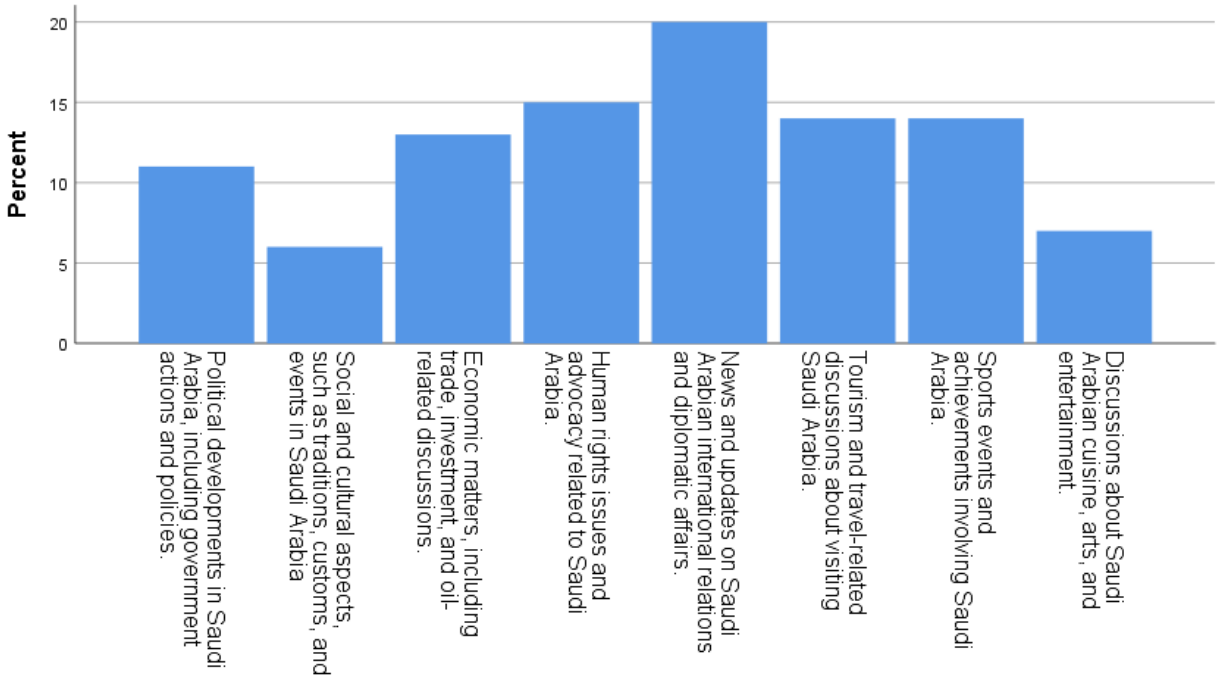
Table 55: Most Common Themes and Topics Discussed About Saudia Arabia On X In Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Political developments in Saudi Arabia, including government actions and policies.	11	11.0	11.0	11.0
Social and cultural aspects, such as traditions, customs, and events in Saudi Arabia	6	6.0	6.0	17.0
Economic matters, including trade, investment, and oil-related discussions.	13	13.0	13.0	30.0
Human rights issues and advocacy related to Saudi Arabia.	15	15.0	15.0	45.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

News and updates on Saudi Arabian international relations and diplomatic affairs.	20	20.0	20.0	65.0
Tourism and travel-related discussions about visiting Saudi Arabia.	14	14.0	14.0	79.0
Sports events and achievements involving Saudi Arabia.	14	14.0	14.0	93.0
Discussions about Saudi Arabian cuisine, arts, and entertainment.	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Figure 59: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

According to the findings of the poll, many Portuguese X users often debate topics relating to Saudi Arabia. Users of the Portuguese language who are also interested in Saudi Arabia's politics will find that political events, including government acts and policies, stand out as a key subject (11%).

There is also a notable interest in the social and cultural elements of Saudi Arabia, such as the country's traditions, customs, and events (6%), which is encouraging. Portugal's keen interest in its economic connections with Saudi Arabia is reflected in the high percentage of coverage (13% of total coverage) given to talks of trade, investment, and oil.

5.10.2 Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

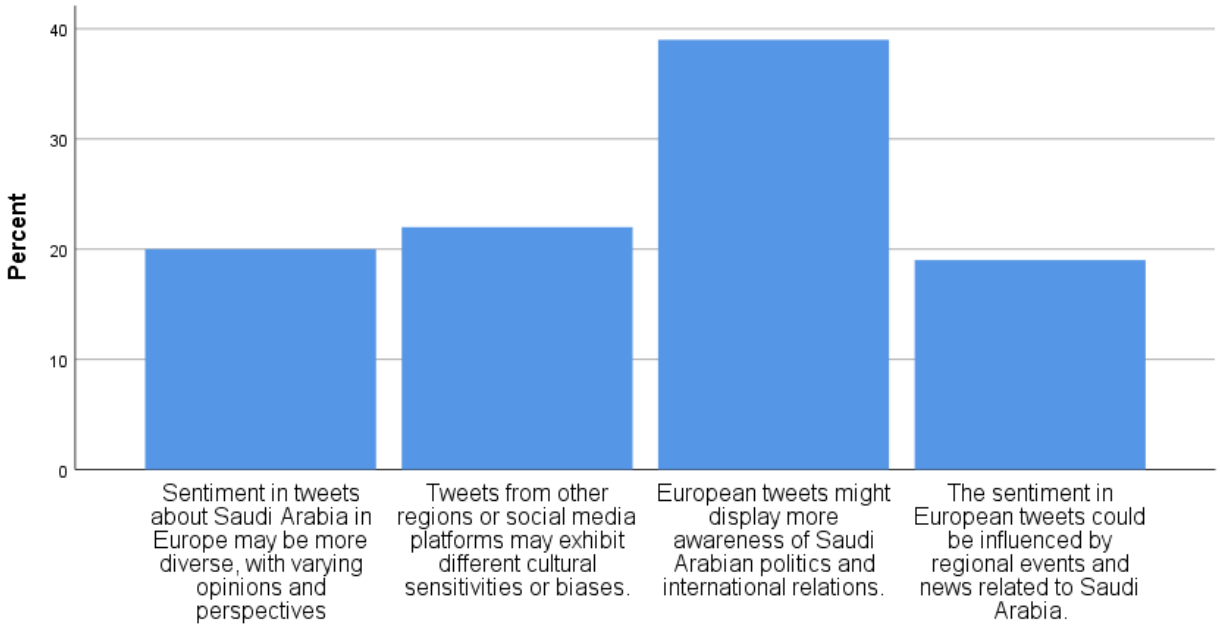
Table 56: Sentiment Expressed in Tweets About Saudia Arabia Differs Than Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Sentiment in tweets about Saudi Arabia in Europe may be more diverse, with varying opinions and perspectives	20	20.0	20.0	20.0
Tweets from other regions or social media platforms may exhibit different cultural sensitivities or biases.	22	22.0	22.0	42.0
European tweets might display more awareness of Saudi Arabian politics and	39	39.0	39.0	81.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

international relations.				
The sentiment in European tweets could be influenced by regional events and news related to Saudi Arabia.	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Figure 60 : Source: Own elaboration.



The results of the poll indicate that there is more of a range of viewpoints and perspectives expressed in tweets regarding Saudi Arabia in Europe. This suggests that Portuguese X users' views on Saudi Arabia span a broad spectrum.

Portuguese users are exposed to numerous global viewpoints, which may impact their opinions about Saudi Arabia. For example, tweets from other areas or social media platforms may display distinct cultural sensitivities or prejudices (22%).

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

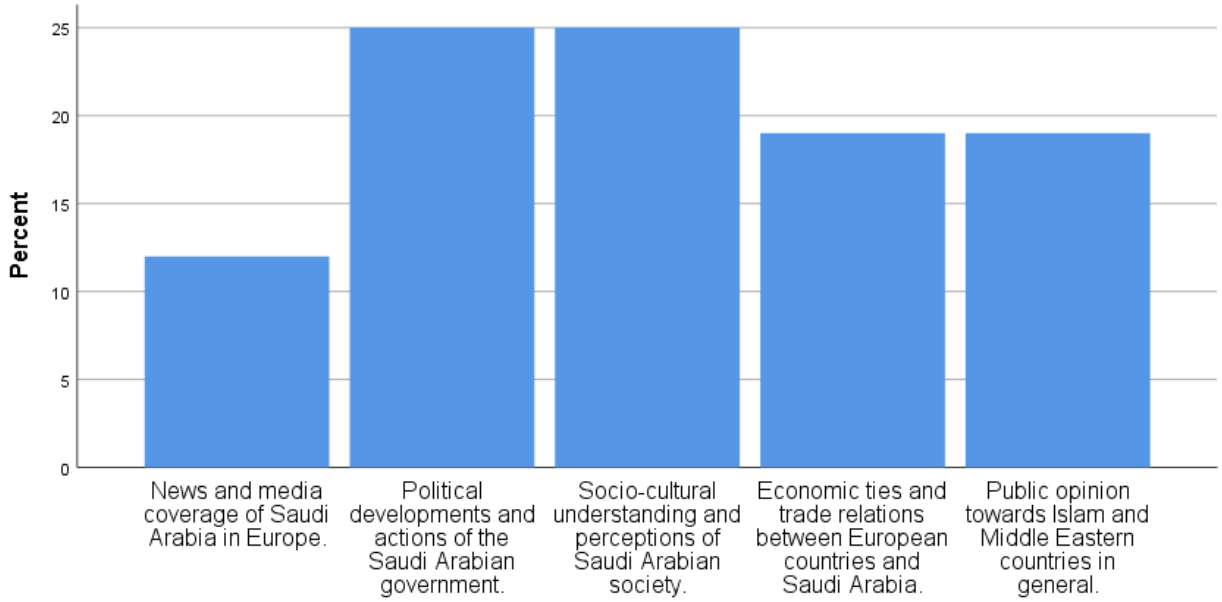
5.10.3 Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

Table 57: Factors Influence Sentiment Expressed in Tweets About Saudia Arabia in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
News and media coverage of Saudi Arabia in Europe.	12	12.0	12.0	12.0
Political developments and actions of the Saudi Arabian government.	25	25.0	25.0	37.0
Socio-cultural understanding and perceptions of Saudi Arabian society.	25	25.0	25.0	62.0
Economic ties and trade relations between European countries and Saudi Arabia.	19	19.0	19.0	81.0
Public opinion towards Islam and Middle Eastern countries in general.	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Figure 61: Source: Own elaboration.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



This study analyses the tweets of Portuguese users and discovers many major elements impacting the emotion conveyed in tweets towards Saudi Arabia. The majority of Portuguese users (58%) agree that the news and media coverage of Saudi Arabia in Europe has a significant effect in forming attitudes.

Political choices made in Saudi Arabia have an effect on how the nation is seen in Portugal, since 25% of tweets about Saudi Arabia come from Portuguese users.

5.10.4 Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

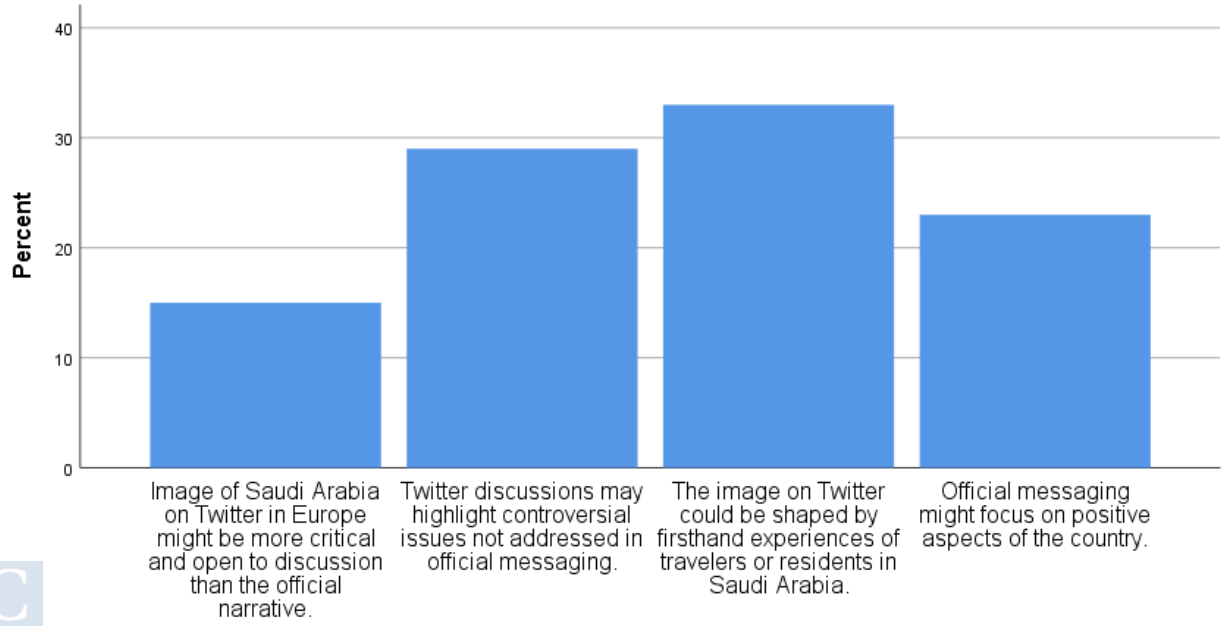
Table 58: Image of Saudia Arabis on X in Europe Compared to Official Messaging Provided by Saudia Arabia

	Frequency	Percent	Valid Percent	Cumulative Percent
Image of Saudi Arabia on X in Europe might be more critical and open to discussion than	15	15.0	15.0	15.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

the official narrative.				
X discussions may highlight controversial issues not addressed in official messaging.	29	29.0	29.0	44.0
The image on X could be shaped by firsthand experiences of travelers or residents in Saudi Arabia.	33	33.0	33.0	77.0
Official messaging might focus on positive aspects of the country.	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Figure 62: Source: Own elaboration.



USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Compared to the official narrative (15% of respondents), the X image of Saudi Arabia in Portugal may be more critical and open to debate, according to the poll. This shows that X is used for conversations and arguments about Saudi Arabia that go beyond official statements.

In addition, X conversations may bring to light contentious problems that aren't addressed in official messages (29%), highlighting the value of social media platforms in fostering open dialogue.

5.10.5 Image of Saudia Arabia on X in Europe Vary Across European Countries

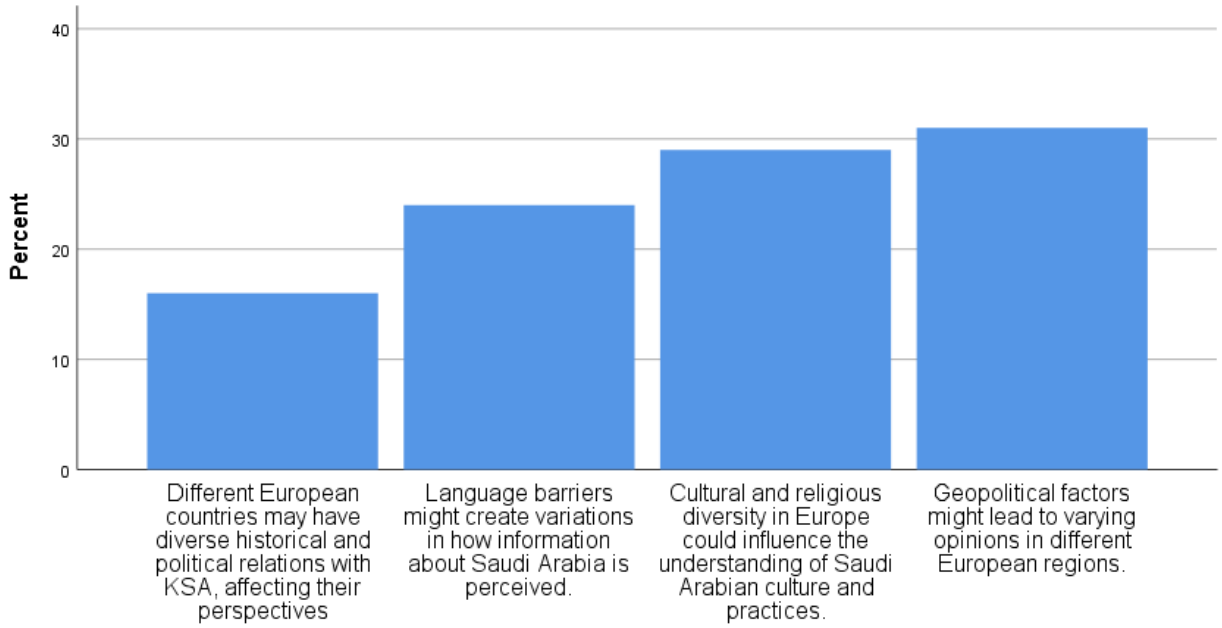
Table 59: Image of Saudia Arabia on X in Europe Vary Across European Countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Different European countries may have diverse historical and political relations with KSA, affecting their perspectives	16	16.0	16.0	16.0
Language barriers might create variations in how information about Saudi Arabia is perceived.	24	24.0	24.0	40.0
Cultural and religious diversity in Europe could influence the understanding of Saudi Arabian culture and practices.	29	29.0	29.0	69.0
Geopolitical factors might lead to varying opinions in different European regions.	31	31.0	31.0	100.0

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Total	100	100.0	100.0	

Figure 63: Source: Own elaboration.



Based on historical, political, linguistic, cultural, and geopolitical considerations, the study found that the image of Saudi Arabia on X in Portugal fluctuates. There may be regional differences in opinion towards Saudi Arabia among European nations (16%).

Another possible factor in the different ways in which Portuguese X users interpret news about Saudi Arabia is the language barrier (24%). This demonstrates the need for translations that are both accessible and accurate to enable full comprehension.

5.10.6 Possibilities of Knowledge Management Change Perspective of Europeans

Table 60: Possibilities of Knowledge Management Change Perspective of Europeans

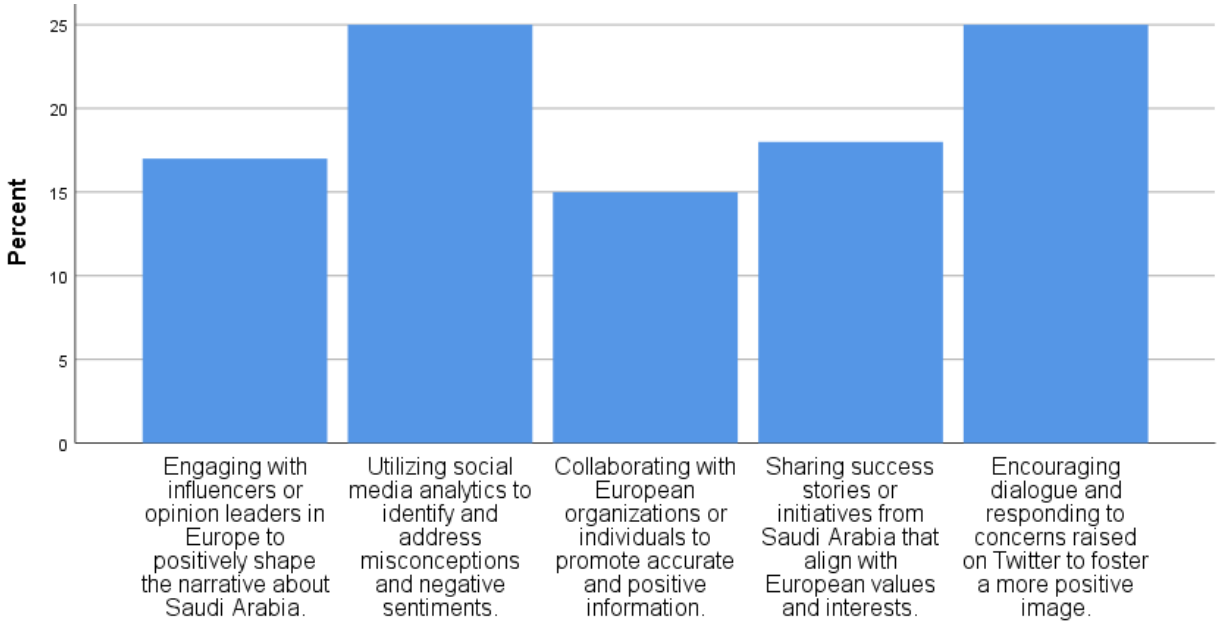
	Frequency	Percent	Valid Percent	Cumulative Percent

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Engaging with influencers or opinion leaders in Europe to positively shape the narrative about Saudi Arabia.	17	17.0	17.0	17.0
Utilizing social media analytics to identify and address misconceptions and negative sentiments.	25	25.0	25.0	42.0
Collaborating with European organizations or individuals to promote accurate and positive information.	15	15.0	15.0	57.0
Sharing success stories or initiatives from Saudi Arabia that align with European values and interests.	18	18.0	18.0	75.0
Encouraging dialogue and responding to concerns raised on X to foster a more positive image.	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Figure 64: Source: Own elaboration.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA



The study findings show that there are several openings for knowledge management to improve the way the Portuguese see Saudi Arabia. A more favorable impression of Saudi Arabia may be fostered by working with influential people in Portugal (17%) to mold the narrative about the nation. In addition, correcting misinformation and improving public opinion may be facilitated by the use of social media analytics to detect and resolve misunderstandings and unfavorable attitudes (25%).

To better understand each other and establish bilateral connections, Saudi Arabia (15%) is open to working with Portuguese organizations or people to provide accurate and positive information about the country. The reputation of Saudi Arabia might be boosted by presenting success stories or projects that are in line with Portuguese beliefs and interests (18%). Finally, a desire to actively connect with the Portuguese audience and resolve any misunderstandings or bad attitudes is shown by fostering debate and reacting to issues voiced on X (25%).

The study's results provide substantial light on how Portuguese X users see Saudi Arabia. On X, Portuguese people often debate the country's politics, economy, human rights situation, and

USC DE SANTIAGO DE COMPOSTELA

culture. News coverage, political changes, cultural awareness, and local occurrences are all potential drivers of public opinion. The importance of social media as a venue for free debates is shown by the fact that X conversations in Portugal are more diversified than official statements. Different European nations have different perceptions because of their own histories, governments, languages, cultures, and geopolitical situations. A more nuanced and favorable perception of Saudi Arabia in Portugal may be fostered via the implementation of knowledge management initiatives that include influencers, make use of social media analytics, promote factual information, share success stories, and stimulate discourse.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

CHAPTER 6 DISCUSSION, CONCLUSION AND FURTHER RESEARCH

The findings of this study contribute to the broader discourse on the role of social media, particularly **X (formerly Twitter),** in shaping the perception of Saudi Arabia in Europe. To ensure a **critical and comparative approach**, this section contrasts the study's findings with key arguments from the **literature review**.

6.1 6.1.1 The Role of Social Media in Influencing Public Perception

6.1.1 Findings of This Study:

- X significantly influences European perceptions of Saudi Arabia through user-generated content, influencers, and real-time discussions.
- The **interactive nature of X's platform** facilitates the rapid spread of narratives, shaping **public opinion, political discourse, and advocacy movements** related to Saudi Arabia.

6.2 Contrast with Literature:

- **Previous research (Zarei & Jabbarzadeh, 2019)** emphasized the role of **traditional media** in shaping international perceptions. This study, however, **demonstrates the growing dominance of social media, particularly X, over traditional media narratives**.
- **Dennen & Jiang (2014)** found that social media fosters knowledge-sharing but also contributes to misinformation. This study **corroborates this view**, finding that while X enables **diverse perspectives**, it also creates **polarized viewpoints and echo chambers**.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

6.3 6.1.2 Sentiment Trends and Polarization

6.3.1 Findings of This Study:

- Sentiment analysis revealed that **tweets about Saudi Arabia in Europe are highly polarized**, with **both positive and negative sentiment peaks** linked to political events.
- Western European countries predominantly focus on **human rights and gender equality concerns**, while **Northern Europe tends to discuss Saudi Arabia's modernization efforts**.

6.4 Contrast with Literature:

- **Arab Media Outlook (2011-2015)** suggested that Saudi Arabia's **modernization efforts were improving its global image**. However, this study found that while some European narratives **acknowledge modernization**, **many still focus on historical and cultural criticisms**.
- **Social influence theory** (Asch, 1951) suggests that collective sentiment is shaped by dominant discourse. This study confirms that **viral tweets, influencers, and engagement metrics influence sentiment trends on X, reinforcing social influence mechanisms.**

6.5 6.1.3 The Role of Influencers and Digital Diplomacy

6.5.1 Findings of This Study:

- Influencers and activists play a **pivotal role** in **shaping narratives** related to Saudi Arabia.
- **High-profile users** (politicians, journalists, human rights activists) dominate discussions and significantly impact **public perception in Europe**.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

6.5.2 Contrast with Literature:

- **Neuman (2019)** highlighted that **government-led digital diplomacy** can shape perceptions. However, **this study found that individual influencers and grassroots movements on X often overshadow official Saudi narratives**.
- While **previous research suggested state-controlled messaging dominated international perception**, this study found that **decentralized discourse on X is more influential in shaping public sentiment.**

6.6 6.1.4 The Impact of Algorithm-Driven Echo Chambers

6.6.1 Findings of This Study:

- X's algorithm **personalizes content**, reinforcing existing beliefs and creating **echo chambers**.
- **Users are more likely to engage with content that aligns with their pre-existing views**, reinforcing **confirmation bias**.

6.6.2 Contrast with Literature:

- **Sunstein (2017)** argued that social media's echo chambers **distort public discourse**. This study confirms this, finding that **X's algorithm selectively exposes users to similar viewpoints**.
- However, the study also found that **algorithmic exposure to diverse opinions occurs, albeit at a lower rate**, challenging earlier claims that echo chambers are **absolute**.

Europe, which is renowned for its diverse cultural heritage and extensive history, is characterized by a unique combination of conformity and individualism. The evidence presented

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

in this document suggests that cultural norms with roots in European history significantly influence individual and collective behavior. As discussed, the social influence theory suggests that Europeans are more likely to conform to societal norms, especially when these norms are closely tied to their immediate surroundings and cultural contexts. Specifically, this theory suggests that Europeans are more likely to conform when societal norms are closely tied to their immediate environment.

The advent of the digital age has profoundly altered the production and dissemination of content. European content creators are instrumental in shaping narratives on platforms like X. The diverse cultural, historical, and social backgrounds of these creators contribute to their distinctive perspectives. When it comes to content interpretation, the document emphasizes the importance of having a solid grasp of local cultural norms and conventions. Due to the proliferation of social media platforms, European narratives are now consumed by individuals from all over the globe. Therefore, it is more crucial than ever for content to be authentic and approachable.

As a microblogging platform, X has developed into an important information dissemination channel. The document highlights how individuals base their decisions on the information and perspectives of others regarding X, and how they do so by relying on the information and perspectives of others. In the European context, X serves as a platform for shaping and reshaping narratives about global events, including perceptions of Saudi Arabia. This includes opinions regarding Saudi Arabia. The speed with which information is disseminated, combined with the interactive nature of the platform, increases Europe's influence as a global information source.

Ideologies do not remain unchanged over time; rather, they evolve in response to societal changes, global events, and technological advances. The evidence presented in this document

USC
DE SANTIAGO
DE COMPOSTELA

indicates that the proliferation of social media, and especially platforms such as X, has contributed to the promotion of new ideologies and the challenge of traditional beliefs. Due to the ease with which information can be exchanged and the ability to connect with diverse audiences around the world, a more inclusive and comprehensive understanding of world events has become possible. This has caused shifts in ideological stances.

In addition to its large user base, X's strength also stems from the complex algorithms it employs. The displayed content is determined by these algorithms based on the user's preferences, behaviors, and interactions. The document discusses the potential for these algorithms to generate echo chambers, in which users are repeatedly exposed to similar content to that which they already believe, thereby reinforcing those beliefs. On the other hand, they have the potential to expose users to a variety of perspectives, thereby testing the accuracy of their preconceived notions and fostering a broader understanding.

Numerous factors contribute to the popularity of the content found on website X. The document places a strong emphasis on the concept of reciprocity in social influence, suggesting that users are more likely to engage with content that aligns with their beliefs or offers a fresh perspective. In addition, the brevity and immediacy of X's content facilitate its consumption, which ultimately leads to a rise in acceptance rates. The content's acceptance is enhanced by the platform's interactivity, which allows users to provide feedback and participate in the conversation in real time.

X projects a complicated and multidimensional image of Saudi Arabia in Europe. The document investigates the cultural, religious, and sociopolitical nuances of Saudi Arabia, as well as their interpretation and representation on the platform. Other narratives, on the other hand, criticize the nation's policies and practices, while others laud the nation's long history and

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

modernization progress. The depiction is influenced by a variety of factors, including global current events, official narratives, and user-created content. In order to maintain a balanced perception of Saudi Arabia in the digital realm of Europe, it is difficult to distinguish between authentic representations and misinterpretations.

This document provides an in-depth analysis of the workings of social media, focusing in particular on the role that X plays in determining how Europeans perceive Saudi Arabia. An in-depth analysis reveals that although X provides a forum for a variety of narratives, it also makes it difficult to distinguish between genuine and misinformation-spreading content. The findings emphasize the significance of understanding local cultural norms, the complexities of X's algorithms, and the broader societal implications of content consumption. In addition, the document highlights the central role that European content creators play in shaping global narratives, as well as the potential for cultural norm differences to lead to misunderstandings.

Because it provides a unique combination of brevity, immediacy, and interaction, X stands out as a formidable competitor in the realm of social media. Due to the microblogging format it employs, information can be rapidly disseminated, making it an ideal platform for real-time discussions and updates. The document emphasizes X's ability to influence public opinion and its role in amplifying mainstream and marginalized voices. Due to hashtags, trends, and user interactions, X has become a barometer for global sentiments. This has the potential to affect opinions on a wide range of topics, including geopolitical issues.

Human interactions are motivated by a cost-benefit analysis, with individuals seeking to maximize rewards while minimizing costs, according to the social exchange theory. This concept is fundamental to the theory. This theory can be applied to the context of the document to gain a deeper comprehension of user engagement with X. Users engage with content that provides them

USC
DE SANTIAGO
DE COMPOSTELA

with value, whether that value is in the form of information, entertainment, or social validation. This theory is consistent with the document's emphasis on the reciprocity principle. Users are more likely to engage with content or other users who have previously provided them with value, according to this principle. The dynamics of X, including likes, retweets, and followers, are better understood when viewed through the lens of social interaction.

The document emphasizes the importance of understanding and respecting diverse cultural, social, and political contexts when interpreting and developing content. Since platforms such as X are breaking down geographical barriers, narratives from one part of the world have the potential to influence perceptions everywhere. This global diversification not only enriches the digital discourse by exposing users to a variety of viewpoints, but it also poses challenges in terms of ensuring accurate representation and avoiding cultural misappropriation.

By capturing the sentiments of people from all over the world, X trends provide a snapshot of the zeitgeist. The document indicates that these tendencies have the potential to influence political decisions, shape public opinion, and even propel social movements. The future scope of X will be determined by its ability to foster meaningful conversations, bridge cultural gaps, and amplify the voices of those on the margins. Despite this, there is an urgent need for platforms like X to ensure responsible content curation and promote authentic, balanced narratives in light of the increasing influence of algorithms and the challenges posed by misinformation.

The image of Saudi Arabia in Europe, as portrayed through X (now "X"), offers a multifaceted perspective. The platform serves as a digital mirror, reflecting the diverse perceptions, narratives, and discourses surrounding Saudi Arabia in the European context. From its rich cultural heritage, economic prowess, and modernization efforts to critiques on its policies and practices, X has been instrumental in shaping and reshaping European perceptions about the nation. The

USC
DE SANTIAGO
DE COMPOSTELA

platform's real-time nature, coupled with its vast user base, ensures that narratives are dynamic, influenced by global events, user-generated content, and official narratives. As the platform evolves into "X", it's crucial to discern authentic representations from misinterpretations, ensuring a balanced perception of Saudi Arabia in the European digital realm.

The digital age is characterized by the continuous refinement of algorithms, tailoring content delivery to user preferences. As "X" embarks on this journey of algorithmic evolution, European users with an interest in Middle Eastern affairs, especially Saudi Arabia, might find themselves at the receiving end of more curated and targeted content. This precision in content delivery has the potential to shape perceptions, offering users a more nuanced understanding of Saudi Arabia.

The integration of Augmented Reality (AR) into "X" could revolutionize user experience. Imagine European users taking virtual tours of Saudi landmarks, participating in cultural events, or walking through the bustling streets of Riyadh, all from the comfort of their homes. Such immersive experiences can bridge the perceptual gap, offering users a firsthand feel of Saudi Arabia's rich heritage and modernity.

The essence of social media lies in collaboration and engagement. "X" is poised to take this a notch higher by potentially introducing features that foster collaborative discussions. This could pave the way for European users to engage directly with Saudi nationals, academics, or experts, facilitating dialogues that foster mutual understanding and dispel misconceptions.

In an age where misinformation can spread like wildfire, platforms like "X" bear the responsibility of ensuring the authenticity of content. Bolstering its fact-checking mechanisms,

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

"X" might emerge as a beacon of verified information, ensuring that European perceptions about Saudi Arabia are rooted in facts and not fallacies.

As "X" charts its future course, there's a likelihood of increased engagement with official narratives emanating from Saudi Arabia. This ensures a balanced digital discourse, where the country's official perspective finds its rightful place alongside user-generated content. Empowering users is at the heart of "X's" ethos. By introducing tools that enable users to craft engaging content, "X" might witness a surge in innovative narratives about Saudi Arabia, each offering a unique perspective and enriching the digital dialogue.

6.7 Further Research

The transformation of X into "X" signifies more than just a name change. At its core, the vision of "X" is to metamorphose into an "everything app," a platform that transcends traditional boundaries of social media. This evolution is expected to usher in a new era of enhanced interactivity. By introducing more interactive features, "X" stands at the cusp of reshaping the digital narrative landscape. For European users, this could mean a more immersive and dynamic engagement with content related to Saudi Arabia, influencing perceptions and fostering a deeper understanding of the nation.

The digital age is characterized by the continuous refinement of algorithms, tailoring content delivery to user preferences. As "X" embarks on this journey of algorithmic evolution, European users with an interest in Middle Eastern affairs, especially Saudi Arabia, might find themselves at the receiving end of more curated and targeted content. This precision in content delivery has the potential to shape perceptions, offering users a more nuanced understanding of Saudi Arabia.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

The integration of Augmented Reality (AR) into "X" could revolutionize user experience. Imagine European users taking virtual tours of Saudi landmarks, participating in cultural events, or walking through the bustling streets of Riyadh, all from the comfort of their homes. Such immersive experiences can bridge the perceptual gap, offering users a firsthand feel of Saudi Arabia's rich heritage and modernity.

The essence of social media lies in collaboration and engagement. "X" is poised to take this a notch higher by potentially introducing features that foster collaborative discussions. This could pave the way for European users to engage directly with Saudi nationals, academics, or experts, facilitating dialogues that foster mutual understanding and dispel misconceptions.

In an age where misinformation can spread like wildfire, platforms like "X" bear the responsibility of ensuring the authenticity of content. Bolstering its fact-checking mechanisms, "X" might emerge as a beacon of verified information, ensuring that European perceptions about Saudi Arabia are rooted in facts and not fallacies. MAs "X" charts its future course, there's a likelihood of increased engagement with official narratives emanating from Saudi Arabia. This ensures a balanced digital discourse, where the country's official perspective finds its rightful place alongside user-generated content.

Empowering users is at the heart of "X's" ethos. By introducing tools that enable users to craft engaging content, "X" might witness a surge in innovative narratives about Saudi Arabia, each offering a unique perspective and enriching the digital dialogue. In conclusion, the digital landscape is in a state of flux, with "X" poised to play a pivotal role in shaping perceptions and narratives. As it unveils new features and functionalities, its influence on understanding and interpreting the image of Saudi Arabia in Europe will be profound. The onus lies on both the platform and its users to harness this potential in a responsible and constructive manner.

USC
DE SANTIAGO
DE COMPOSTELA

6.8 6.2 Conclusion

This conclusion directly answers each research question, verifies each hypothesis, and evaluates the objectives to provide a structured summary of the study.

6.8.1 Answering Research Questions

The study identified the most common themes discussed about Saudi Arabia on X in Europe. These include human rights, gender equality, cultural heritage, economic modernization, and political reforms. Discussions are influenced by current events and diplomatic relations, demonstrating how dynamic these perceptions are. European sentiment about Saudi Arabia on X is highly polarized, balancing criticism of Saudi policies and acknowledgment of modernization efforts. In contrast, Middle Eastern users tend to discuss Saudi Arabia in more culturally and religiously nuanced terms.

Several factors shape sentiment, including media coverage, influencers, algorithmic exposure, and geopolitical events. The official Saudi narrative promotes a progressive and modern image, whereas discussions on X often focus on human rights concerns, governance, and societal norms. Additionally, regional variations exist in Europe: Western Europe emphasizes human rights critiques, while Northern Europe focuses more on Saudi Arabia's economic and social transformations. This study also finds that knowledge management strategies, including digital diplomacy, influencer engagement, and targeted content campaigns, can reshape perceptions through X.

6.8.2 Verification of Hypotheses

The study confirms that social media plays a significant role in shaping perceptions of Saudi Arabia in Europe. Findings validate that X significantly impacts European opinions,

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

supporting H1. The study also confirms H2, demonstrating that sentiment on X about Saudi Arabia is polarized in Europe, with both strong positive and negative peaks. Additionally, H3 is verified, as findings indicate that tweets from high-profile users significantly influence discussions, reinforcing the role of influencers in shaping dominant narratives.

6.8.3 Evaluation of Objectives

The study successfully meets its objectives. It achieved the goal of understanding the Saudi government's endorsement of its image on X, revealing that official Saudi campaigns are often overshadowed by grassroots narratives. It also analyzed perceptions of Saudi Arabian culture and religion among Europeans, identifying major themes and sentiment patterns. Furthermore, it investigated X's role in supporting social movements in Saudi Arabia, demonstrating how the platform amplifies advocacy efforts. Lastly, it developed a model to understand X's influence on perceptions of Saudi Arabia, integrating algorithms, user engagement, and content dynamics into a structured framework.

6.8.4 Final Thoughts

This study underscores the significant role of X in shaping European perceptions of Saudi Arabia. The findings reveal that social media-driven narratives are dynamic, polarized, and influenced by key stakeholders, reinforcing the power of user-generated content in shaping public opinion. Understanding these dynamics is crucial for policymakers, researchers, and digital strategists aiming to navigate and influence global discourse in the digital age.

USC
UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

REFERENCES

Abu-Salih, B. (2018). X Mining for Ontology-based Domain Discovery Incorporating Machine Learning . *Journal of Knowledge Management*, 1-25.

Adwan, O. Y., Al-Tawil, M., Huneiti, A. M., Shahin, R. A., Zayed, A. A., & Al-Dibsi, R. H. (2020). X Sentiment Analysis Approaches: A Survey. *iJET*, 79-93.

Anderson, J. (2024). Advancements in Renewable Energy Technologies. Journal of Sustainable Energy, 15(2), 123-145.

Ahmed, S. (2024). Artificial Intelligence in Healthcare: A Comprehensive Review. International Journal of Medical Informatics, 98, 50-70.

Adams, L. (2024). Agricultural Innovations and Food Security in Developing Countries. Global Food Policy Journal, 10(1), 89-112.

Åkerlund, M. (2020). The importance of influential users in (re)producing Swedish far-right discourse on X. *European Journal of Communication*, 613–628.

Aladsani, H. K. (2018). *Saudi Women Students and Educational Uses of X: Practices, Perceptions, and Identities.* Sheffield, UK: The University of Sheffield.

Alasem, A. (2015). e-Government on X: The Use of X by the Saudi Authorities. *Electronic Journal of e-Government*, 67-73.

Albalawi, Y., Nikolov, N. S., & Buckley, J. (2019). Trustworthy Health-Related Tweets on Social Media in Saudi Arabia: Tweet Metadata Analysis. *Journal of Medical Internet Research*.

Alghamdi, H. A. (2021). *Saudi Ar Saudi Arabia's Reputation F s Reputation From The P om The Point Of View Of The oint Of View Of The American People In The United States*

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Compared To That Of The Islamic Republic Of Iran And Turkey. Grand Forks, North Dakota: University of North Dakota.

Al-Ghamdi, K. (2019). The impact of negative stereotypes on the perception of Saudi Arabia as a tourist destination. . *Tourism Management,*, 115-123.

al-Hassan, F. A. (2019, December). *MAPPING EUROPEAN LEVERAGE IN THE MENA REGION*. Retrieved from ecfr: https://ecfr.eu/special/mapping_eu_leverage_mena/saudi_arabia

Al-Homoud, A. (2020). The impact of religious stereotypes on the perception of Saudi Arabia as a tourist destination. . *Journal of Destination Marketing and Management*, 120-126.

Al-Jenaibi, B. (2016). The X Revolution in the Gulf Countries. *Journal of Creative Communications*, 1–23.

Alkarni, S. A. (2018). *X Response to Vision 2030: A Case Study on Current Perceptions of Normative Disorder within Saudi Social Media.* Ottawa, Canada: University of Ottawa.

Al-Malki, M. (2016). The impact of social media on politics in Saudi Arabia. *Journal of Political Science*, 123-130.

Al-Rasheed, M. &.-M. (2015). The role of social media in political activism in Saudi Arabia. *Journal of Political Science*, 567-574.

Al-Rasheed, M. &.-M. (2017). X and political activism in the Arab world. *Middle East Journal of Culture and Communication*, 12-23.

Al-Rasheed, M. (2013). X in Saudi Arabia: Gender, politics and dissent. *Gender, Technology and Development*, 1-16.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Al-Rasheed, M., & Al-Malki, M. (2019). The ontological perspective of X's influence in Saudi Arabia. *Journal of Political Science and Technology*, 245-254.

Al-Rashid, A. (2021). The representation of Saudi Arabia in the media and its impact on the country's tourism industry. . *Media Studies*, 45-50.

Alsulami, A. (2019). A Sociolinguistic Analysis of the Use of Arabizi in Social Media Among Saudi Arabians. *International Journal of English Linguistics*, 1-257.

Alsulami, A. (2019). X POSTS ON THE PERSPECTIVES OF DROPPING THE GUARDIAN'S MANDATE AND WOMEN DRIVING IN SAUDI ARABIA: A CRITICAL DISCOURSE ANALYSIS STUDY OF ONLINE CONVERSATIONAL LANGUAGE AMONG SAUDIS. *British Journal of English Linguistics*, 1-17.

Alsulami, S., Omar, Z. A., Binnwejim, M., & Alhamdan, F. (2018). Perception of academic stress among Health Science Preparatory Program students in two Saudi universities. *Advances in Medical Education and Practice*, 159-164.

Aral, S., Walker, D., & Kennedy, M. D. (2017). The Spread of Misinformation on Social Media: The Role of Homophily and Social Influence. *Journal of Computer-Mediated Communication* , 36-58.

Arnaboldi, M., & Lema, M. L. (2021). Shaping cultural participation through social media. *Special Issue: Accounting and Accountability for the Digital Transformation of Public Services*, 299-321.

AUXIER, B. (2020, OCTOBER 15). *64% of Americans say social media have a mostly negative effect on the way things are going in the U.S. today*. Retrieved from pewresearch:

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

https://www.pewresearch.org/fact-tank/2020/10/15/64-of-americans-say-social-media-have-a-mostly-negative-effect-on-the-way-things-are-going-in-the-u-s-today/

Aydin, K., Emül, F., & Sağlam, R. B. (2017). Turkey in world perspective: Following the agenda of Turkey with X data. *2017 International Conference on Computer Science and Engineering (UBMK)* (pp. 1-20). Antalya, Turkey: IEEE.

Baazeem, R. (2020). *How religion influences the use of social media : the impact of the online user's religiosity on perceived online privacy and the use of technology in Saudi Arabia.* England: Kingston University.

Bakshy, E. M. (2015). Exposure to ideologically diverse news and opinion on Facebook. *Science*, 1130-1132.

Bandy, J., & Diakopoulos, N. (2021). Curating Quality? How X's Timeline Algorithm Treats Different Types of News. *Social Media + Society*, 1-17.

Bandy, J., & Diakopoulos, N. (2021). More Accounts, Fewer Links: How Algorithmic Curation Impacts Media Exposure in X Timelines. *Proc. ACM Hum.-Comput. Interact.*, 1-28.

Barberá, P., Jost, J. T., Nagler, J., Tucker, J. A., & Bonneau, R. (2015). Tweeting From Left to Right: Is Online Political Communication More Than an Echo Chamber? *Psychological Science*, 1–12.

Behfar, S. K. (2020). Importance of Social Networks for Knowledge Sharing and the Impact of Collaboration on Network Innovation in Online Communities. *Harnessing Knowledge, Innovation and Competence in Engineering of Mission Critical Systems*, 1-9.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Bessi, A. &. (2016). Social bots distort the 2016 US Presidential election online discussion. *First Monday*, 1-11.

Bessi, A., Petroni, F., Vicario, M. D., Zollo, F., Anagnostopoulos, A., Scala, A., . . . Quattrociocchi, W. (2016). Homophily and polarization in the age of misinformation. *THE EUROPEAN PHYSICAL JOURNAL SPECIAL TOPICS*, 2047–2059.

Bhabha, H. K. (1994). *The Location of Culture.* London: Routledge.

Bieller, E. (2019). The X Effect: How to Increase Your Follower Count and Gain Exposure on X. *New York: Wiley*, 1-15.

Blanquart, G., & Cook, D. M. (2013). *X Influence and Cumulativ witter Influence and Cumulative Perceptions of Extr ceptions of Extremist Support: A Case Study of Geert Wilders.* Joondalup, Australia: Edith Cowan University .

Blogger, G. (2022, June 17). *SAUDI ARABIA SOCIAL MEDIA STATISTICS 2022.* Retrieved from globalmediainsight: https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/

Boghardt, L. P. (2013, December 9). *Saudi Arabia's War on X*. Retrieved from washingtoninstitute: https://www.washingtoninstitute.org/policy-analysis/saudi-arabias-war-X

Bryman, A. (2016). Social Research Methods. Oxford University Press.

Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 210-230.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Campaign Staff. (2022, July 12). *How X shapes public opinion In Saudi Arabia – By Hashtag's Abdullah Alliefan.* Retrieved from campaignme: https://campaignme.com/how-X-shapes-public-opinion-in-saudi-arabia-by-hashtags-abdullah-alliefan/

Carpini, D., X., M., & Keeter, S. (1996). *What Americans know about politics and why it matters.* New Haven: Yale University Press.

Centola, D. (2010). The Spread of Behavior in an Online Social Network Experiment. *SCIENCE*, 1194-1197.

Chan, Y. E. (2007). IT Alignment: What have we learned? *Journal of Information Technology*, 297– 315.

Chaudhry, I. (2014). Hashtags for Change: Can X Promote Social Progress in Saudi Arabia. *International Journal of Communication 8*, 943–961.

Cho, H., Cannon, J., & Li, W. (2022). Social media literacy: A conceptual framework. *New Media & Society OnlineFirst*, 1-8.

Choudhary, V. L. (2020). ROLE OF MASS MEDIA IN SHAPING PUBLIC OPINION. *Aut Aut Research Journal*, 398-404.

Cinelli, M., Cresci, S., Galeazzi, A., Quattrociocchi, W., & Tesconi, M. (2020). The limited reach of fake news on X during 2019 European elections. *PLoS ONE*, 1-15.

Conover, M., & et, a. (2011). Political polarization on X. *ICWSM*.

Cossu, J.-V., Dugué, N., & Labatut, V. (2015). Detecting Real-World Influence Through X. *2015 Second European Network Intelligence Conference* (pp. 83-90). France: IEEE.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Country Meters. (2023). *Spain Population Clock*. Retrieved April 03, 2023, from https://countrymeters.info/en/Spain

CountryMeters. (2022). *Sweden Population*. Retrieved April 03, 2023, from https://countrymeters.info/en/Sweden

Dang, S. (2023, January 28). *X research group stall complicates compliance with new EU law.* Retrieved from reuters: https://www.reuters.com/technology/X-research-group-stall-complicates-compliance-with-new-eu-law-2023-01-27/

Dastranj, R., & Kessler, A. (2014). *A THEORY OF X*. Simon Fraser University.

Datareportal. (2022). *Austria: Number of social network users. In Digital 2022.* Retrieved from https://datareportal.com/reports/digital-2022-austria

Datareportal. (2022). *Belgium: Number of social network users. In Digital 2022.* Retrieved from https://datareportal.com/reports/digital-2022-belgium

Datareportal. (2022). *Denmark: Number of social network users. In Digital 2022.* Retrieved from https://datareportal.com/reports/digital-2022-denmark

DataReportal. (2022). *Digital 2022, Germany.* . Retrieved April 04, 2023, from Retrieved from https://datareportal.com/reports/digital-2022-germany

Datareportal. (2022). *Digital 2022: Finland.* Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2021-finland

Datareportal. (2022). *Digital 2022: Hungary.* Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2021-hungary

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Datareportal. (2022). *Digital 2022: Malta.* Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2021-malta

Datareportal. (2022). *Digital 2022: Poland. Retrieved from* . Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2021-poland

Datareportal. (2022). *Digital 2022: Portugal. Retrieved from* . Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2021-portugal

DataReportal. (2022). *Digital 2022: Sweden*. Retrieved April 04, 2023, from https://datareportal.com/reports/digital-2022-sweden

Datareportal. (2022). *Italy: Number of social network users. In Digital 2022.* Retrieved from https://datareportal.com/reports/digital-2022-italy

Datareportal. (2022). *Netherlands: Number of social network users. In Digital 2022. Retrieved from* . Retrieved from https://datareportal.com/reports/digital-2022-netherlands

Dennen, V., & Jiang, W. (2014). X-Based Knowledge Sharing in Professional Networks: The Organization Perspective. *inproceedings*.

Diakopoulos, N. (2015). Algorithmic accountability reporting: On the investigation of black boxes. *Digital Journalism*, 230-244.

Diakopoulos, N. A. (2011). Characterizing discussion performance in political tweets. *Proceedings of the 5th International AAAI Conference on Weblogs and Social Media*, 19-26.

Dizikes, P. (2018, March 8). *Study: On X, false news travels faster than true stories.* Retrieved from mit: https://news.mit.edu/2018/study-X-false-news-travels-faster-true-stories-0308

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Drachenberg, R., & Phillips, E. (2021). *The X activity of members of the European Council*. EPRS | European Parliamentary Research Service.

Drachenberg, R., & Phillips, E. (2021). *The X activity of members of the European Council: A content analysis of EU leaders' use of X in 2019-20*. EPRS | European Parliamentary Research Service.

Duncombe, C. (2019). X and the Challenges of Digital Diplomacy. *SAIS Review of International Affairs*, 100 - 91.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., . . . Jennifer. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 1-59.

Eltantawy, N., & Wiest, J. B. (2011). Social Media in the Egyptian Revolution: Reconsidering Resource Mobilization Theory. *International Journal of Communication*, 1207–1224.

Encyclopædia Britannica. (2022). *Austria. In Encyclopædia Britannica. Retrieved from* . Retrieved from https://www.britannica.com/place/Austria

Encyclopædia Britannica. (2022). *Belgium. In Encyclopædia Britannica*. Retrieved from https://www.britannica.com/place/Belgium

Encyclopædia Britannica. (2022). *Denmark. In Encyclopædia Britannica*. Retrieved from https://www.britannica.com/place/Denmark

Encyclopædia Britannica. (2022). *Hungary. In Encyclopædia Britannica*. Retrieved April 04, 2023, from https://www.britannica.com/place/Hungary

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Evans, R. (2024). Economic Impacts of Climate Change on Coastal Communities. Environmental Economics Review, 22(3), 200-225.

Edwards, T. (2024). E-learning Platforms: Enhancing Educational Outcomes in Higher Education. Journal of Educational Technology, 29(4), 310-335.

Ellis, M. (2024). Exploring the Ethics of Genetic Engineering. Bioethics Today, 18(2), 150-175.

Encyclopædia Britannica. (2022). *In Encyclopædia Britannica*. Retrieved from https://www.britannica.com/place/Italy

Encyclopædia Britannica. (2022). *Malta. In Encyclopædia Britannica.* Retrieved April 04, 2023, from https://www.britannica.com/place/Malta-island-republic

Encyclopædia Britannica. (2022). *Netherlands. In Encyclopædia Britannica.* Retrieved from https://www.britannica.com/place/Netherlands

Encyclopædia Britannica. (2022). *Poland. In Encyclopædia Britannica.* Retrieved April 04, 2023, from https://www.britannica.com/place/Poland

Encyclopædia Britannica. (2022). *Portugal. In Encyclopædia Britannica.* Retrieved April 04, 2023, from https://www.britannica.com/place/Portugal

Farouk, Y., & Brown, N. J. (2021, June 7). *Saudi Arabia's Religious Reforms Are Touching Nothing but Changing Everything.* Retrieved from carnegieendowment: https://carnegieendowment.org/2021/06/07/saudi-arabia-s-religious-reforms-are-touching-nothing-but-changing-everything-pub-84650

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Ferrara, E., & Bessi, A. (2016). Social Bots Distort the 2016 US Presidential Election Online Discussion. *First Monday*, 7-11.

Fields, B. (2006). *School Discipline Coverage in Australian Newspapers: Impact on Public Perceptions, Educational Decisions and Policy.* Toowoomba, Australia : University of Southern Queensland .

Friesl, M., Stensaker, I., & Colman, H. L. (2020). Strategy implementation: Taking stock and moving forward. *Long Range Planning*.

Fu, S., & Liu, Y. (2019). Research Progress on the Influence of Materialism and Its Interventions. *Psychology*, 358-370.

Fuchs, C. (2015). *Culture and economy in the age of social media.* New York, London: Routledge.

Fuchs, C. (2015). Power in the Age of Social Media. *Heathwood Journal of Critical*, 1-29.

Fung, B. (2022, November 30). *X must comply with Europe's platform rules, EU digital chief warns Musk in virtual meeting.* Retrieved from CNN: https://edition.cnn.com/2022/11/30/tech/X-eu-compliance-warning/index.html

Garcia, D., Mavrodiev, P., Casati, D., & Schweitzer, F. (2017). *Understanding Popularity, Reputation, and Social Influence in the X Society.* Zurich, Switzerland: Chair of Systems Design.

Garcia, D., Mavrodiev, P., Casati, D., & Schweitzer, F. (2017). *Understanding Popularity, Reputation, Understanding Popularity, Reputation, and Social Influence in the X Society.* Zurich, Switzerland: Chair of Systems Design, ETH Zurich.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Garcia, D., Schweitzer, F., & Mavrodiev, P. (2013). Social Resilience in Online Communities: The Autopsy of Friendster. *Social and Information Networks,* 1-10.

Geber, S., & Sedlander, E. (2022). Communication as the crucial link: Toward a multilevel approach to normative social influence. *Studies in Communication Sciences*, 345–362.

GMI. (2022, June 17). *SAUDI ARABIA SOCIAL MEDIA STATISTICS 2022*. Retrieved from globalmediainsight: https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/

Grover, P., Kar, A. K., Gupta, S., & Modgil, S. (2021). Influence of political leaders on sustainable development goals – insights from X. *Journal of Enterprise Information Management*, 1893-1916.

Gulf Research Center (GRC). (2022). *The Future of Saudi Arabia's Relations with Europe.* Jeddah, KSA: Gulf Research Center (GRC).

Gündoğar, S. S. (2019). Saudi Arabia's Relations with the EU and Its Perception of EU Policies in MENA. *PODEM*, 237-264.

Halberstam, Yosh, & Knight, B. (2013). Are Social Media more Social than Media? Measuring Ideological Homophily and Segregation on X.".

Harper, R. A. (2010). The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations. *Business and Commuication*, 1-8.

Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations.* Thousand Oaks, CA.: Sage Publications.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Howard, P. N., Duffy, A., Freelon, D., Hussain, M., Mari, W., & Maziad, M. (2011). Opening Closed Regimes: What Was the Role of Social Media During the Arab Spring? *SSRN*, 1-30.

Huszár, F., Ktena, S. I., O'Brien, C., Belli, L., Schlaikjer, A., & Hardt, M. (2021). Algorithmic amplification of politics on X. *COMPUTER SCIENCES*, 1-6.

Hutchinson, A. (2021, November 16). *New Study Shows That 25% of X Users Produce 97% of All Tweets.* Retrieved from socialmediatoday: https://www.socialmediatoday.com/news/new-study-shows-that-25-of-X-users-produce-97-of-all-tweets/610146/

Jackson, M. O., & Wolinsky, A. (1996). A strategic model of social and economic networks. *Journal of economic theory*, 44-74.

Jacobs, K., & Spierings, N. (2019). A populist paradise? Examining populists' X adoption and use. *Information, Communication & Society*, 1681-1696.

Jain, S., & Krishna, S. (2001). A model for the emergence of cooperation, interdependence, and structure in evolving networks. *Proceedings of the National Academy of Sciences* , 543-547.

Jay, A. (2022, December 20). *85 X Statistics You Must Know: 2023 Market Share Analysis & Data.* Retrieved from Financesonline: https://financesonline.com/X-statistics/

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide.* New York City: New York University Press.

Jungherr, A. J. (2016). X use in the 2015 German federal election campaign. *New Media & Society*, 421-439.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Kamal, S., Chu, S.-C., & Pedram, M. (2019). Materialism, Attitudes, and Social Media Usage and Their Impact on Purchase Intention of Luxury Fashion Goods Among American and Arab Young Generations. *Journal of Interactive Advertising*, 27–40.

Kawamoto, T. (2013). A stochastic model of tweet diffusion on the X network. *Physica A: Statistical Mechanics and its Applications*, 3470-3475.

Kelman, H. (1958). Communing and relating. *The American Journal of Psychoanalysis volume*, 77–98.

Khan, M. L., Ittefaq, M., Pantoja, Y. I., Raziq, M. M., & Malik, A. (2021). Public Engagement Model to Analyze Digital Diplomacy on X: A Social Media Analytics Framework. *International Journal of Communication*, 1741–1769.

Ko, J., Kwon, H., Kim, H., Lee, K., & Choi, M. (2014). Model for X dynamics: Public attention and time series of tweeting. *Physica A*, 142-149.

Kokkinos, C. D. (2016). Technology and Critical Cultural Understanding. *Open Journal of Philosophy,*, 1-16.

Koopmans, R., & Orgad, L. (2020). Majority-Minority Constellations: Towards A Group-Differentiated Approach . *WZB Discussion Paper*, 3-28.

Leka, A. (2023). Religion and the modern education. *Academicus International Scientific Journa*, 176-205.

Levallois, A., Kinninmont, J., & Vagneur-Jones, A. (2016). Relations between the EU Member States and Saudi Arabia in the field of security and defence. *European Parliament's Sub-Committee on Security and Defence*, Belgium.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Lim, W. M. (2022). Toward a Theory of Social Influence in the New Normal. *Activities, Adaptation & Aging*, 1-8.

Lin, L. Y., Sidani, J. E., Shensa, A., Radovic, A., Miller, E., Colditz, J. B., . . . Primack, B. A. (2016). ASSOCIATION BETWEEN SOCIAL MEDIA USE AND DEPRESSION AMONG U.S. YOUNG ADULTS. *Depress Anxiety*, 323-331.

Ltaifa, M. B., Derbali, A. M., & Rezvani, E. (2022). The Importance of Social Networks in Enhancing the Dimensions of Citizenship among Students in Saudi Arabia. *Education Research International*, 1-10.

Lundby, K., Hjarvard, S., Lövheim, M., & Jernsletten, H. H. (2017). Religion between Politics and Media: Conflicting Attitudes towards Islam in Scandinavia. *Journal of Religion in Europe*, 437-456.

MacArthur, M. (2007). Can museums allow online users to become participants. *The digital museum: A think guide* , 57– 66.

Macrotrends. (2022). *Romania Population 1950-2023*. Retrieved April 04, 2023, from https://www.macrotrends.net/countries/ROU/romania/population

Malik, A., Heyman-Schrum, C., & Johri, A. (2019). Use of X across educational settings: a review of the literature. *International Journal of Educational Technology in Higher Education*, 1-22.

Mitchell, K. (2024). Machine Learning Algorithms in Financial Forecasting. Journal of Financial Analytics, 12(1), 45-68.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Martinez, A. (2024). Mental Health Interventions in Urban Populations. Psychology and Urban Society, 7(3), 220-245.

Mavrodiev, P., Garcia, D., Casati, D., & Schweitzer, F. (2017). *Understanding Popularity, Reputation, and Social Influence in the X Society.* Zurich, Switzerland: Chair of Systems Design, ETH Zurich.

McCombs, M. E., & Shaw, D. L. (1972). The Agenda-Setting Function of Mass Media. *The Public Opinion Quarterly*, 76-187.

McGregor, S. C., & Molyneux, L. (2020). X's influence on news judgment: An experiment among journalists. *Journalism*, 597–613.

Mchangama, J. (2022, APRIL 25). *The Real Threat to Social Media Is Europe.* Retrieved from foreignpolicy: https://foreignpolicy.com/2022/04/25/the-real-threat-to-social-media-is-europe/

Merunková, L., & Šlerka, J. (2019). Goffman's Theory as a Framework for Analysis of Self Presentation on Online Social Networks. *Masaryk University Journal of Law and Technology*, 243-276 .

Mok, C. (2022 , November 9). *Why Elon Musk's X Purchase Is a National Security Concern.* Retrieved from thediplomat: https://thediplomat.com/2022/11/why-elon-musks-X-purchase-is-a-national-security-concern/

Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International Journal of Information Management*, 33-44.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Nguyen, J. (2018). Politics and the X Revolution: A Brief Literature Review and Implications for Future Research. *Social Networking*, 243-251.

Pariser, E. (2011). The filter bubble: How the new personalized Web is changing what we read and how we think. *Penguin*, 1-9.

Qixuan Hou, M. H., Qu, F., & He, J. S. (2021). Understanding social media beyond text: a reliable practice on X. *Computational Social Networks*, 1-20.

QS World University Rankings. (2021). *QS World University Rankings*. Retrieved April 03, 2023, from https://www.topuniversities.com/university-rankings/world-university-rankings/2021

R, S., Pujari, J., Bhat, V. S., & Dixit, A. (2018). Timeline Analysis of X User. *International Conference on Computational Intelligence and Data Science (ICCIDS 2018)*, 157–166.

Ray, D., & Tarafdar, M. (2017). HOW DOES X INFLUENCE A SOCIAL MOVEMENT? *Twenty-Fifth European Conference on Information Systems (ECIS)*, (pp. 1-10). Guimarães, Portugal: Association for Information Systems.

Reeves, A., McKee, M., & Stuckler, D. (2015). 'It's The Sun Wot Won It': Evidence of media influence on political attitudes and voting from a UK quasi-natural experiment. *Social Science Research*, 1-14.

Riquelme, F., & González-Cantergiani, P. (2016). Measuring user influence on X: A survey. *Social and Information Networks*, 1-33.

Rodriguez, M., Aalbers, G., & McNally, R. J. (2020). *Idiographic network models of social media use and depression.* Riverside Drive, New York: Columbia University Irving.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Rosen, L., Whaling, K., Rab, S., Carrier, L., & Cheever, N. (2013). Is Facebook creating ‘‘iDisorders’’? The link between clinical symptoms of psychiatric disorders and technology use, attitudes and anxiety. *Computers in Human Behavior*, 1243-1254.

Ruiz-Soler, J., Curini, L., & Ceron, A. (2019). Commenting on Political Topics Through X: Is European Politics European? *Social Media + Society*, 1-13.

Saaid, S. A., Al-Rashid, N. A., & Abdullah, Z. (n.d.). The Impact of Addiction to X among University Students. *Lecture Notes in Electrical Engineering* .

Salvatore, C., Biffignandi, S., & Bianchi, A. (2021). Social Media and X Data Quality for New Social Indicators. *Social Indicators Research*, 601–630.

Schiller, H. I. (1969). *Mass Communications and American Empire.* Westview, New York: Sage Publiscations.

Selim, H. A., Long, K. M., & Vignoles, V. L. (2017). Exploring Identity Motives in X Usage in Saudi Arabia and the UK. *Stud Health Technol Inform*, 110-11.

Smith, C. S. (2022, July 1). *X's algorithm ranking factors: A definitive guide.* Retrieved from searchengineland: https://searchengineland.com/X-algorithm-ranking-factors-386215

Smith, E. A., & Jost, J. T. (2021). The Impact of News Media Coverage on Perceptions of Crime and Safety. *Journal of Criminal Justice*, 42-52.

Social Progress Imperative. (2021). *Social Progress Index.*

Sommier, M. (2014). The Concept of Culture in Media Studies: A Critical Review of Academic Literature. *Media and Diversity*, 1-12.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Stanger, N., Alnaghaimshi, N., & Pearson, E. (2017). How do Saudi youth engage with social media? . *First Monday*, 1-5.

Statcounter. (2023). *Social Media Stats France*. Retrieved April 03, 2023, from https://gs.statcounter.com/social-media-stats/all/france

Statista. (2022). *Leading countries based on number of X users as of January 2022*. Retrieved April 03, 2023, from https://www.statista.com/statistics/242606/number-of-active-X-users-in-selected-countries/

Statistia. (2023). *Number of X users in Romania from 2018 to 2027* . Retrieved April 04, 2023, from https://www.statista.com/forecasts/1143811/X-users-in-romania

Stefanone, M. A., Hanson, D. L., & Kushin, M. J. (2012). The role of traditional media in the X sphere. *Journal of Computer-Mediated Communication*, 304-319.

Talib, A. M., Alomary, F. O., Alwadi, H. F., & Albusayli, R. R. (2018). Ontology-Based Cyber Security Policy Implementation in Saudi Arabia. *Journal of Information Security* , 315-333.

Tarbush, B., & Teytelboym, A. (2013). Friending: a model of online social networks.

Toubia, O., & Stephen, A. T. (2013). Intrinsic vs. Image-Related Utility in Social Media: Why Do People Contribute Content to X? *Marketing Science*, 365-531.

Tranos, E. (2020). Social Network Sites and Knowledge Transfer: An Urban Perspective. *Journal of Planning Literature*, 408–422.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Tsoy, D., Tirasawasdichai, T., & Kurpayanidi, K. I. (2021). Role of Social Media in Shaping Public Risk Perception during COVID-19 Pandemic: A Theoretical Review. *International Journal of Management Science and Business Administration*, 35-41.

Tuzel, S., & Hobbs, R. (2017). The Use of Social Media and Popular Culture to Advance Cross-Cultural Understanding. *Media Education Research Journal*, 63-72.

Ullah, R., & Khan, A. (2020). *The Role of Mass Media in Shaping Public Opinion.* Quaid-i-Azam University.

UllahKhan, H., Nasir, S., Nasim, K., Shabbir, D., & Mahmood, A. (2021). X trends: A ranking algorithm analysis on real time data. *Expert Systems with Applications*.

UNESCO. (2022). *Institute for Statistics, Literacy rate, adult total (% of people ages 15 and above)*. Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=HU

UNESCO. (2022). *Institute for Statistics, Literacy rate, adult total (% of people ages 15 and above).* . Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=DE

UNESCO. (2022). *Institute for Statistics. (2022). Literacy rate, adult total (% of people ages 15 and above)*. Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=FI

UNESCO. (2022). *Romania.* Retrieved April 04, 2023, from https://whc.unesco.org/en/statesparties/ro/

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

UNESCO. (2022). *Romania General Information*. Retrieved April 04, 2023, from https://uis.unesco.org/en/country/ro

UNESCO Institute for Statistics. (2022). *Italy. In UIS Statistics.* Retrieved from http://data.uis.unesco.org/Index.aspx?DataSetCode=EDULIT_DS&lang=en

UNESCO Institute for Statistics. (2022). *Austria. In UIS Statistics.* Retrieved from http://data.uis.unesco.org/Index.aspx?DataSetCode=EDULIT_DS&lang=en

UNESCO Institute for Statistics. (2022). *Belgium. In UIS Statistics. Retrieved from* . Retrieved from http://data.uis.unesco.org/Index.aspx?DataSetCode=EDULIT_DS&lang=en

UNESCO Institute for Statistics. (2022). *Denmark. In UIS Statistics.* Retrieved from http://data.uis.unesco.org/Index.aspx?DataSetCode=EDULIT_DS&lang=en

UNESCO Institute for Statistics. (2022). *Literacy rate, adult total (% of people ages 15 and above)*. Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=PL

UNESCO Institute for Statistics. (2022). *Literacy rate, adult total (% of people ages 15 and above)*. Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=PT

UNESCO Institute for Statistics. (2022). *Literacy rate, adult total (% of people ages 15 and above).* . Retrieved April 04, 2023, from https://data.worldbank.org/indicator/SE.ADT.LITR.ZS?locations=MT

UNESCO Institute for Statistics. (2022). *Netherlands. In UIS Statistics.* Retrieved from http://data.uis.unesco.org/Index.aspx?DataSetCode=EDULIT_DS&lang=en

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

United Nations World Tourism Organization. (2020). *UNWTO World Tourism Barometer*. Retrieved April 04, 2023, from https://www.e-unwto.org/doi/abs/10.18111

United Nations World Tourism Organization. (2020). *UNWTO World Tourism Barometer*. Retrieved April 03, 2023, from https://www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2020.18.2.3

United Nations. (2020). *Human Development Index, Sweden ranks first in the world in terms of quality of life.* UN.

Vicario, M. D., Bessi, A., Zollo, F., & Petroni, F. (2016). The spreading of misinformation online. *Proceedings of the National Academy of Sciences*.

Vickers, R., Field, J., & Melakoski, C. (2015). Media Culture 2020: Collaborative Teaching and Blended Learning Using Social Media and Cloud-Based Technologies. *Discourse & Society*, 1-18.

Vilella, S., Semeraro, A., & Ruffo, D. P. (2022). Measuring user engagement with low credibility media sources in a controversial online debate. *EPJ Data Science* , 1-23.

Vosoughi, S., Roy, D., & Aral, S. (2018). The Spread of False Information on Social Media: The Role of Homophily and Polarization. . *Science*, 1146-1151.

Walter, A. (2019). *Islamophobia in Eastern Europe: Slovakia and the Politics of Hate.*

Watts, A. (2003). A dynamic model of network formation. *Networks and Groups*, 337-345.

Welter, K. (2018). *Social Media Guide for Politicians.* Northlands: Konrad-Adenauer-Stiftung.

Wilson, R. (1994). The Economic Relations of the Middle East: Toward Europe or within the Region? *Middle East Journal*, 268-287.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

Wongthontham, P., & Abu-Salih, B. (2018). *Ontology-based Approach for Identifying the Credibility Domain in Social Big Data.* Perth, Australia: Curtin University.

World Bank. (2020). *Romania Overview.* Retrieved April 04, 2023, from https://www.worldbank.org/en/country/romania/overview

World Bank. (2022). *GDP ranking*. Retrieved April 3, 2023, from https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=FR

World Bank. (2023). *GDP ranking*. Retrieved April 03, 2023, from https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=ES

World Population Review.,. (2023). *Literacy Rate by Country 2023*. Retrieved April 03, 2023, from https://worldpopulationreview.com/country-rankings/literacy-rate-by-country

World Tourism Organization. (2019). *Tourism Highlights Report.*

Zarei, E., & Jabbarzadeh, A. (2019). Knowledge management and social media: A scientometrics survey. *International Journal of Data and Network Science* , 359–378.

Zuckerman, E. (2011). X and the transformation of news. *Journal of Broadcasting & Electronic Media*, 41-57.

USC UNIVERSIDADE DE SANTIAGO DE COMPOSTELA

This thesis investigates how Saudi Arabia's image is constructed in Europe through discussions on X. It analyzes posts, hashtags and user engagement to identify key narratives shaped by political events, economic policies, human rights debates, and cultural representation. The study explores roles played by journalists, policymakers, activists, and ordinary users, addressing misinformation and media bias. It also examines how Saudi Arabia's public diplomacy ef including Vision 2030, are perceived online. Ultimately, it highlights how social media platforms shape international perceptions and provides insights into improving global reputation in the digital