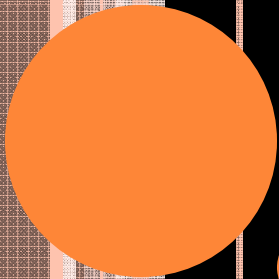




THE AMERICAN UNIVERSITY IN CAIRO

الجامعة الأمريكية بالقاهرة

CYBER ACTIVISM IN EGYPT THROUGH FACEBOOK



RESEARCH TOPIC

- How far has the facebook group influenced the agenda setting of the Egyptian newspapers (both government and independent ones)?



THEORETICAL FRAMEWORK

- Interpersonal Communication: Opinion Leaders
- Agenda Setting

STUDY METHODOLOGY

- Content Analysis



IMPORTANT FACTS YOU NEED TO KNOW:

1. Internet penetration rate in Egypt.
2. The Egyptian press and freedom of speech



FACEBOOK AND EGYPT

- Creating Facebook Groups so the public voice can be heard
- Challenging the Egyptian government



FACEBOOK AND EGYPT

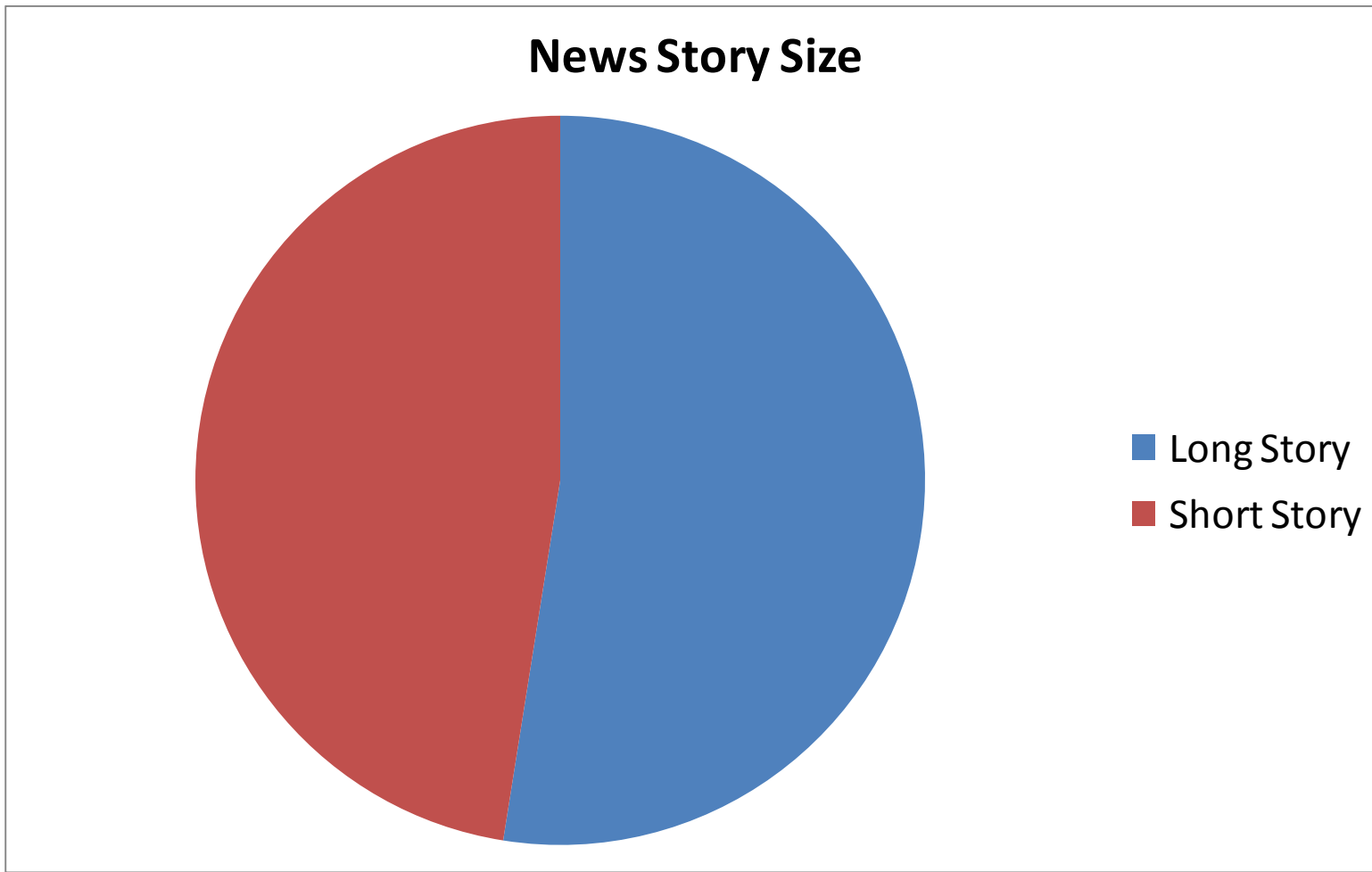
- A message on the facebook group reads:

“Our first step took place in April 6. All in Egypt knew what we did on this day! This day was successful and went beyond expectations!

Our second protest is on May 4th. . All we need to do on this day is to send a message to the president on his birthday (May 4th) to ask him to take care of the public. We need to tell him that the public is extremely angry from his politics and the way he is running Egypt. Our goal is to awaken the Egyptian public...we will not let the government steal rights of the public. We have become a successful group. All we need is our rights that are taken away from us everyday while we are silent!”



FINDINGS & CONCLUSION



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