Research Article

The role of digital media in enhancing performance and transparency in government institutions (Iraq as a model)

Karam Mudhafar Jasim[a*]

karam.mudhafar@alnoor.edu.iq

ORCID: 0009-0001-4576-0447

[a]Alnoor University, Mosul, 41012, Iraq, Digital Media Department

Abstract:

The tremendous development brought about by the technological revolution in the field of digital media and electronic platforms has provided the great opportunities to benefit from this revolution and employ it optimally to serve individuals and societies. Governmental and civil departments and institutions paid the great attention of this employment in various countries of the world. Institutions rushed through digital media to increase the areas of communication with society to a greater extent, and strengthened the relationship between them and their clients, in addition to paying attention to the issue of guidance and awareness,

---

[*] Corresponding author

E-mail address: karam.mudhafar@alnoor.edu.iq

improving reputation, crisis management, electronic marketing and other gains achieved by institutions through digital media and electronic platforms. Government institutions in Iraq are not far from this employment and investment, even if they are in the beginning stages. This employment has many advantages and gains, and there were many problems and failures in this experience. This paper sheds light on enhancing the optimal investment of digital media in government institutions and departments, and it also discussed and identified some of the negative aspects that accompanied this experience.

Keywords: digital media; performance; transparency; government institutions

1. Introduction

Now then, there is no doubt that the world today has witnessed a tremendous development in the field of communication and media that has no parallel in the history of humanity as a whole. Media outlets have multiplied, methods have diversified, and areas of influence have branched out. This has undoubtedly had a great impact on members of society, as digital media has been employed in education, industry, work, marketing, and benefiting from the expertise and experiences of people across the world in various fields.

Governmental and civil institutions have benefited greatly from this development in various fields, and Iraq, with its official institutions, has had a share of this employment. However, this employment has had positive aspects and undoubtedly some negative aspects. This research paper came to shed light on the role of digital media and electronic platforms in enhancing

performance, achieving transparency, and providing the best services to individuals and society.

Since digital media and electronic platforms have this extension, influence and wide spread that has enabled many people to publish information, transmit news, share ideas, and facilitate tasks, it was necessary to employ and invest this electronic and digital revolution in the aspects and things that humanity needs most. Since the country of Iraq is suffering from a crisis in some of its departments and institutions represented by the small number of employees, the small areas of the departments, and the large number of reviewers for many reasons, it was necessary to employ digital media and electronic platforms to address the huge number of reviews, provide services, facilitate tasks, reduce costs, shorten times, and take into account people's circumstances. Since some government departments and institutions have taken the first steps in this and have had many advantages and positives in this experience, it was accompanied by many negatives and problems, so this research paper came to achieve and discuss the paths and treatments for the optimal employment of digital media and electronic platforms in state institutions.

Research objectives aim to diagnose the concept of digital media, and identify and clarify the paths and treatments of digital media in state institutions. These objectives will answer the research questions:

What is the concept of digital media?
What are the paths and treatments for employing digital media in state institutions? Hence, this study came to discuss the importance of digital media and its role in enhancing performance

and achieving transparency in government institutions. This paper will address the first topic, which is the concept of digital media and the second topic which are paths and treatments for digital media in government institutions in Iraq to achieve the above objectives.

2. Literature Review

2.1 The concept of digital media

2.1.1 Definition of Media in Language

Media is the Arabic translation of the word (information) which means in English (news or news or notification or notification) and from it (informer) which means (Informant - whistleblower - intrigue - troublemaker). In addition, from it also (informed) and (inform) which means to inform - to teach, and media in the Arabic language is a noun derived from the verb to tell - to teach. It comes with the meaning of the effect, that is, the thing that teaches the place becomes a trace that indicates it, such as the army flag or the road flag. The mountain was called a flag because it means the road, so (the flag is the trace that informs the thing).

The media is specialized in quick information, and education is specialized in repetition, and when it affects the learner's soul, it is called a trace. Most Arabic dictionaries almost agree that the media comes with the meaning of informing or notifying and that the media is a source of the verb (to inform), and this verb is originally (to know) and indicates an effect on the thing that distinguishes it from others, meaning that it has a sign that distinguishes it from others. And I know means I informed, so the Arabs say I informed someone of the news, meaning I informed

him of it, and I used the news, meaning I asked him about it, and from it I knew the thing and felt it, and I learned the matter, meaning I knew it, and I knew in the sense of defining and informing others, and I taught him knowledge, meaning I knew it properly and taught it as a teaching and a sign. Thus, it becomes clear that the word "media" in its linguistic meaning means informing, notifying, and reporting, i.e. the process of conveying information to others, so that the news is known and spreads.

2.1.2 Media in Terminology

Researcher Hadi Naaman Al-Hiti believes that the term media refers to two meanings, the first of which includes all forms of communication, while the second is limited to one function of communication, which is the function of informing or reporting. The media performs several functions, including news, education, culture, advocacy, guidance, entertainment, direction, and other goals and objectives of the media that seek to build a human being and advance society. As for the terminology, its definitions have varied, and the content and comprehensiveness of the media have differed according to the contemporary concept due to the difference in perceptions, the diversity of ideas, and the contradiction of the goals assigned to this science and its modern contemporary means, which are very many, some of which are close and some of which are far, some of which are precise and some of which are not precise. However, we will limit ourselves to mentioning the definition adopted by many contemporary writers and said that it is the clearest definition, which is the definition of the German scholar (Togrot), who defined it as: "the objective expression of the mentality and spirit of the masses, and their tendencies and orientations at the same time," meaning that the

media must be honest, free from tendencies and whims, unbiased, based on honest experience, in line with the audience to which it is directed. Ibrahim Imam defined it as "providing people with correct news, sound information, and facts that help them form a sound opinion on an incident or problem, such that this opinion objectively expresses the mentality, tendencies, and orientations of the masses."

2.2 The concept of digital media

Digital media is a type of modern media, which takes the technological revolution, smart devices, and the world of the Internet as its basic world. The concept of digital media is also called by several names that take the same concept, such as interactive media, participatory media, multimedia media, network media, or electronic platforms, and other names that take their role from modern technology as a means of conveying ideas, facilitating tasks, sharing information, marketing, and influencing recipients.

The importance of digital media in the current era lies in the rapid spread and exchange of information and ideas, and the ease of practicing media through the means, which has contributed to allowing people to communicate their ideas and voices, in addition to the low costs incurred by the digital media industry compared to traditional media. Also, one of its most important advantages is its use in governmental and civil institutions and departments, which contributes to enhancing performance and providing services most easily and least expensively.

2.3 The Importance of Digital Media in Society

1. It is a fast means of communication that enables communication with different individuals in different places at the lowest cost, which enables individual or group dialogue.

2. The possibility for the individual and the group to broadcast whatever they want, as each participant in the media is a sender and receiver without being under any influence except what dictates his thought and direction.

3. The possibility of conveying ideas and information through this network to large numbers is estimated in the millions, as it overcomes all geographical and spatial barriers that have prevented the spread of ideas, the mixing of people, and the exchange of knowledge since the dawn of history.

4. The ease of dealing with digital media and its use, as you do not need to be an information expert, an engineer, or a professional programmer, and network users do not need complex training to start using digital media.

5. Its use in government departments and institutions, which makes it easier for people to complete their transactions, ease their communication, fairness of their organization, and speed of their guidance.

2.2 The second section: Paths and treatments for digital media in government institutions in Iraq

2.2.1 Services and treatments provided by digital media in government and civil institutions

There is no doubt that digital media, with its powerful influence and various advantages, have begun to play a vital role

in serving institutions, as it has become a powerful tool for implementing the strategy of institutions, achieving their goals, and expanding the scope of their services. The role of digital media in institutions can be summarized through the following points:

First: Effective and rapid communication

So that today institutions can communicate with their audience and with people at any time and in any place through digital media, they do not need specific working hours, and they do not need to go to the place where the department is located to promote the transaction, but digital media has enabled rapid and effective communication with the institution's management, which contributes to reducing the burden on the reviewer, and reducing the material costs of going and returning, in addition to investing the time wasted in review and promotion, in addition to the possibility of digital media reaching a larger and wider audience as it is not limited by geographical, political, religious or national borders.

Second: Crisis management and guiding public opinion

Digital media can play a crucial role in managing crises that plague some regions, such as wars, conflicts, and bad weather conditions such as earthquakes, hurricanes, and other crises that societies go through. In such circumstances, digital media is a facilitator, a source of reassurance, a lifeline, and a beacon of guidance for people in the difficult circumstances they are going through. It also has the superior ability to guide people and public opinion, such as enhancing participation in elections, or some volunteer work, or commitment to laws and regulations, or educating society about caring for cleanliness or caring for people

with disabilities or other issues that concern the individual and society.

Third: Data analysis and taking people's opinions

Digital media provides institutions with the ability to analyse data for people and take statistics with complete accuracy, transparency, and ease of dealing. It also helps these institutions understand the public more, and provide them with their needs more realism. It also contributes to the issue of correction, review, and addressing errors and shortcomings through constructive criticism taken from people's opinions, thus contributing to strengthening the relationship between the institution and society and understanding people's needs directly.

Fourth: Enhancing credibility and transparency

Through the institution's official digital media platform, accurate news, and correct and updated information are published, and rumors and lies that are marketed against the institution are responded to, which increases people's confidence in the institution. This modern news and information also allows for some organization, smoothness, and ease in conducting and processing transactions and other matters. Thus, today, digital media platforms have become an integral part of governmental and civil institutions in various societies, as they help in greater communication, understanding the public more, and enhancing and expanding public confidence in the institution, in addition to raising some problems and dilemmas and making them a matter of public opinion through electronic platforms, which helps in quickly resolving them and paying attention to them by stakeholders.

Fifth: Awareness and education

Digital media plays a major role in awareness campaigns and education of societies on various issues such as health, education, sports, volunteer campaigns, and others. We have recently witnessed global campaigns to warn against the Coronavirus, ways to prevent it, and methods of treatment for those infected with it, and how digital media played a major role in spreading information and guiding people towards safety and security, as well as guidance and awareness about the dangers of smoking, drugs, alcohol, and others, in addition to awareness campaigns on issues of terrorism, extremism, and issues that contribute to destabilizing security and societal peace.

2.2.2 Services and treatments for digital media in government institutions in Iraq.

First: Digital media in government institutions in Iraq

There is no doubt that digital media has contributed greatly to the development and service of government departments and institutions in Iraq, but the experience of employing digital media in Iraq is still in its early stages, knowing that there are countries and societies that have made great and advanced progress in employing digital media and its electronic platforms in serving their societies. The Iraqi government presented a project years ago to use the World Wide Web and link its institutions to each other, facilitate people's electronic dealings with these institutions, facilitate services, and make information available to individuals, to create a relationship of communication, transparency and ease characterized by speed, accuracy and improved performance. The Ur electronic government portal is the official platform of the Iraqi

government that provides its services and represents the nucleus of the launch of the e-government project, which enables the Iraqi citizen to complete his transaction at anytime, anywhere in the world, and the Ur platform provides several services, including:

1. Cancellation of the validity of the issuance of official documents.

2. Guidance service.

3. Electronic inquiries.

4. Public services guide.

5. Service creation platform.

6. National Document Management System.

7. Government websites platform.

Second: Digital media treatment in government institutions in Iraq

Since Iraq's experience with digital media and electronic platforms is in its early stages, it has aimed at a set of treatments to improve performance, provide services, and expand the scope of communication with the public. Digital media treatments in government institutions are represented in several matters, the most important of which are:

A: Disseminating information and news

Today, every official department has media platforms on various means of communication that provide guidance information on how to conduct and promote transactions or inform about working hours and official holidays, as well as knowledge of

the activities carried out by the ministry or government department, in addition to guidance and advice in emergencies facing the department, its employees and its clients. Many people have come to rely on the accuracy of this information by entering official websites and knowing the latest news and developments in that department or institution.

B: Booking to obtain official documents

Some government departments provide a booking service in order to obtain an appointment to promote some official transactions, such as issuing a passport, obtaining a unified national card and an information card, and booking appointments related to the General Traffic Department and government banks, as well as some relevant departments.

3.Methodology

Data analysis service, taking opinions, and organizing a lottery for large numbers that some government departments provide a data analysis and opinion-taking service that concerns the public interest, such as the Ministry of Planning, the population census, and knowing people's opinions on a specific issue, as well as organizing a lottery or obtaining benefits or jobs through digital media, such as obtaining appointments, social welfare salaries, obtaining land, or organizing exit to perform the Hajj rituals, as the Supreme Hajj and Umrah Authority did a few days ago, and approximately one million nine hundred thousand people applied, according to a statement by the Deputy of the Supreme Hajj and Umrah Authority, and these large numbers applied through electronic links only, and the application was not made traditionally.

4.Result

Knowing students' results, and central submission to Iraqi universities, among the services also provided through electronic platforms and digital media is knowing the results of students for the final grades, as well as those accepted into schools for the gifted and distinguished, and central admission to Iraqi universities. These are major services provided in this field, which achieve justice, transparency, and ease of dealing between the institution and the reviewer. In addition to developing websites, some government departments have worked to develop and update their websites and expand their services through electronic platforms, such as providing digital communication services, submitting complaints, and knowing the stages of the transaction process, in addition to answering the questions and inquiries of reviewers.

5.Discussions

Problems facing government departments in employing digital media, despite the great services provided by government institutions in Iraq in the field of digital media and electronic platforms, there are still some problems facing these official platforms through several problems, the most important of which we will highlight:

Weak artistic and design output of official websites, which sometimes do not suit government departments and institutions. The reason for this problem is that sometimes these websites and platforms are designed in a traditional way or by non-specialists, and thus negatively affect the institution and its reputation.

Weak expressive formulation and linguistic errors, which harmed the weakness of these websites and platforms. The reason

for this is that those in charge of these platforms do not have media experience or linguistic and writing skills. Official institutions should be keen to employ qualified people for these platforms because they represent the department, ministry, or institution.

Delay in transmitting the latest news and developments. Some news and information related to the department and the institution are initially spread through activists and media professionals and then posted on the department's official website. This weakens the status of the official website and people's confidence in it, in addition to the confusion in transmitting news and information. Sometimes the ministry publishes information, the department publishes other information, and social media platforms publish other information. The citizen and reviewer remain confused about correcting, verifying, and verifying the news and information. Accurate and urgent news should be confined to specific channels and kept completely confidential until published on official websites. This gives the official website strength and increases the individual's confidence in the institution or department.

Weak servers and lack of electronic protection for websites, some departments create their websites on old or weak servers, which causes delays in loading the website and knowing its details, or sometimes the websites are not protected scientifically, so they are exposed to hacking, deletion of information, manipulation or theft, and sometimes people's information and accounts are exposed to hacking and publishing information, and thus the institution is exposed to great embarrassment and loss of money and information due to this specialized negligence that can be avoided.

Converting websites and electronic platforms from serving the citizens and publishing information, and facilitating needs to promotional platforms for the minister or director or influential people and officials, and thus customers refrain from following official websites and paying attention to them because they have moved from the service aspect to the promotional aspect.

The weakness of the services provided by government institutions through digital media and electronic platforms compared to some countries and governments in which the citizen was able to promote the transaction from its beginning to its end while sitting at home. This is done through electronic platforms. We aspire for government institutions to reach this level of progress and development so that the citizens can transfer vehicles and real estate, issue official documents, conduct all transactions and benefit from them exclusively through digital media and electronic platforms, and move away as much as possible from the traditional method of exhausting the citizen, employee and institution, copying papers and documents, and obtaining endorsements and certificates, in addition to wasting time and dignity, reducing expenses and road congestion, as is the case in advanced countries that work on the welfare of the citizen and facilitating his affairs, and providing the best services in this regard. This is from the field of competition between the success of governments and countries in the world.

6.Conclusion

The present study reveals the following conclusions:

1. Digital media is a type of modern media, that takes the technological revolution, smart devices, and the world of the

Internet as its basic world, and its importance lies in the speed and breadth of spread, the exchange of information and ideas, and the ease of dealing with it.

2.The role of digital media in governmental and civil institutions and departments is determined by its contribution to enhancing communication and rapid communication, educating and directing public opinion, taking opinions and analyzing data, in addition to evaluating and reviewing errors and providing services in the easiest and least expensive ways, in addition to other services.

3.The Ur electronic portal is the official platform of the Iraqi government that provides its services to citizens, and the Ur portal represents the nucleus of the launch of the e-government project, which enables the Iraqi citizen to complete his transaction at anytime and anywhere in the world, and the Ur platform provides several services.

4.Digital media treatments in government institutions include several things, including publishing information and news, booking to obtain official documents, data analysis services and taking opinions, organizing lotteries for citizens, in addition to knowing student results, central submission to Iraqi universities, and other services.

5. Despite the progress made by government institutions in Iraq in the field of digital media and electronic platforms, some problems must be addressed, including weak artistic and design output of official websites, linguistic errors, and weak expression, as well as delays in transmitting the latest news and developments, weak servers and lack of electronic protection for websites, and

exploiting websites to promote and polish the manager or official, in addition to the lack of services and failure to keep pace with global developments that have taken great steps in providing the best services to customers through digital media and electronic platforms.

References:

1. Al-Washali, Abdullah Qasim. (1414 AH - 1993 AD*). Islamic media in the face of contemporary media with itscontemporary means*, 2nd Edition, Dar Al-Bashir: Sana'a.

2. Abdul Wahab, Najm. (1982). *Media Dictionary* (Arabic-English). Iraq: Dar Al- Qadisiyah for Printing and Publishing.

3. Ahmed, Reda. (1960). *Dictionary of Language Text*. Lebanon: Library of Life.

4. Al-Farahidi, Abu Abdul Rahman Al-Farahidi. (1981). *The Book of the Eye*. Iraq: Dar Al-Rushd.

5. Al-Raghib Al-Isfahani. (1961). *Vocabulary in the Strange Words of the Qur'an*. Edited by Sayyid Muhammad Al-Kilani. Egypt: Al-Babi Al-Halabi Press.

6. Elias, E., & Elias, A. (1960). *Elias' Pocket Dictionary*. International Book Centre.

7. Hadi Noman, Al-Hiti. (1998). *Mass Communication: The New Perspective*. Iraq: The World of Knowledge.

8. Ibrahim Mustafa and others. (1989). *The Intermediate Dictionary*. Turkey: Dar Al- Da'wa.

9. Ibn, Faris. (1979). *Dictionary of Language Standards*. Edited by Abdul Salam Muhammad Harun. Egypt: Dar Al-Fikr.

10. Samir bin Jameel Radi. (2009). *Islamic Media: Message and Goal*. The Call of Truth. Saudi Arabia: A Monthly Book Issued by the Muslim World League. Issue 172 - Fifteenth Year.

11. The official website of the Ur platform. Ur.qov.iq.