



**A Diagnostic Study on the Impact of  
Social Media Platforms on Shaping the  
Public Opinion in Yemen**

**( Diagnostic Study )**

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**Mansa Foundation for Media and Development  
Studies - Yemen**

**Dec - 2017**

## **A Diagnostic Study on the Impact of Social Media Platforms on Shaping the Public Opinion in Yemen**

Mansa Foundation for Media Studies and Development conducted a diagnostic study on the impact of social networking platforms on shaping the public opinion in Yemen.

The study adopted the analytical descriptive method for measuring and analyzing the impact of social networking platforms on shaping the public opinion in Yemen. The questionnaire was adopted as a main tool for the study and the most important means of measurement.

300 people of different ages, orientations and different educational levels participated in the questionnaire that was provided online to measure the impact of the social media platforms and the reaction of the social media users. The number of males who participated in the questionnaire was 257 participants, constituting 85.7% and 43 women, forming 14.3% of the participants.

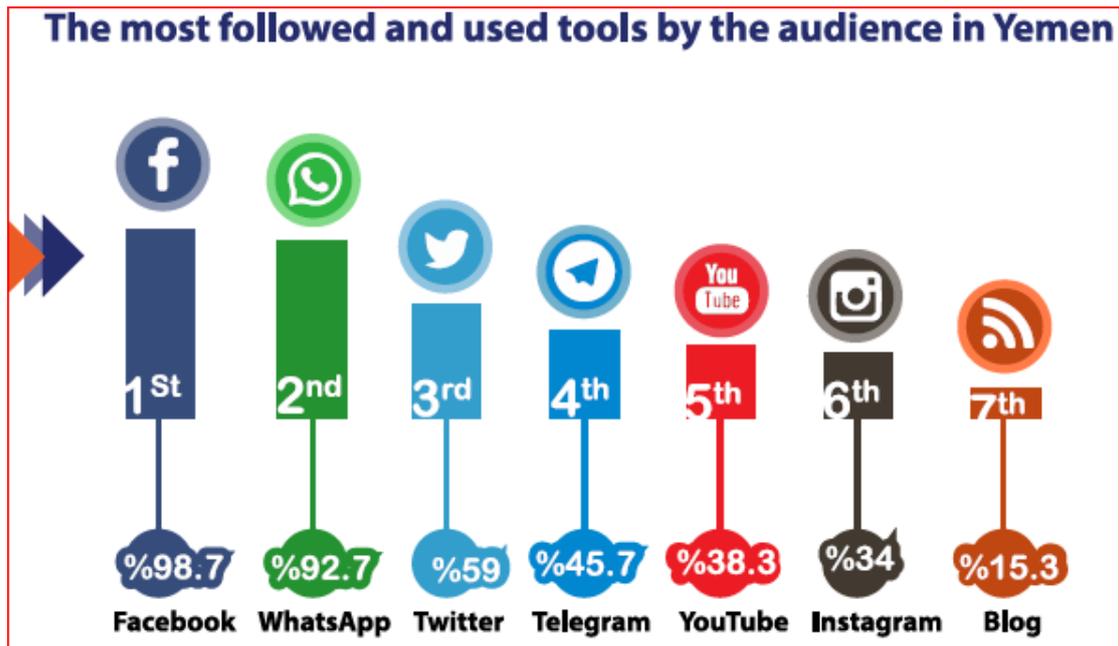


The results of the one-month study which began on May 22, 2017 and ended on June 22, 2017 showed that the social networking platforms contributed significantly and directly to shaping the general orientations of Yemenis and enhanced their political and social awareness.

The study also showed that the social networking platforms created public orientations through the lobby campaigns on various issues whether through thousands of pages and groups on the social media or through the hashtags as organized campaigns touching several issues which finally created and shaped the public opinion.

In spite of the diversity and spread of the social media tools, the focus of the Yemeni public is mostly still confined to a limited number of these platforms, namely, Facebook WhatsApp, Twitter. These main three social media tools are followed by Telegram, YouTube, Instagram and the blog.

This is due to several factors. One main factor could be the ease of use in addition to other factors including various obstacles related to illiteracy, slow Internet, miserable economic situation besides other technical obstacles.



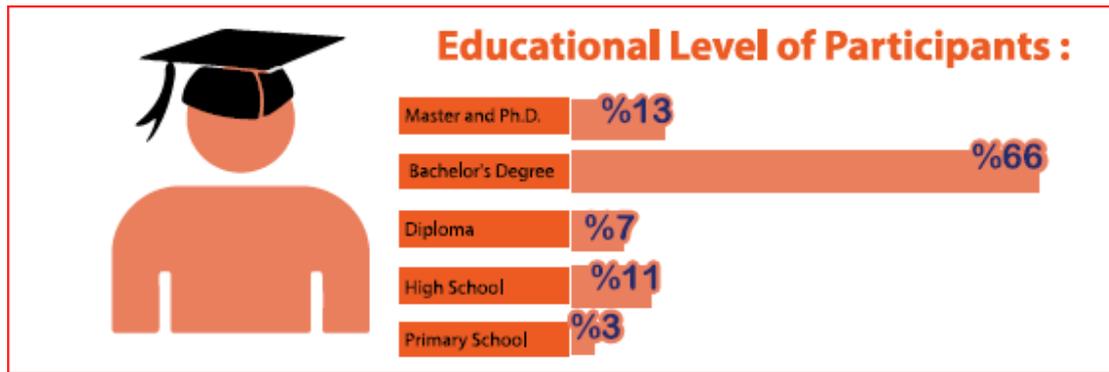
The study emphasized that the social networking platforms play a major role in the political polarization and relationship building. More than 79 percent of respondents said they communicate with high-level political leaders through social networking platforms. The absolute majority of the participants in the questionnaire said that the social media platforms are creating political, social and cultural changes and they are the main tools of expressing their opinions and aspirations in addition to being effective means to address daring issues.

Given the great flow of information on social networking platforms, credibility remains relative in these platforms. Some users resort to these platforms to broadcast rumors, fabricated and misleading information. However, according to the study, social networking platforms are still the most important source of information and news for Yemenis, let alone the impact of discussions and debates which these tools make to influence 90% of the users' convictions, according to the questionnaire of the study.

### **Educational Level**

The educational level of the study participants ranged from the high school graduates to the academic degree holders. It was found that (199) participants in the questionnaire out of (300) are a bachelor degree holders, making up 66% of the participants.

This means that this category of university graduates are the most users of social networking tools in Yemen, and they are more aware of its importance and the possibility of benefiting from these platforms.



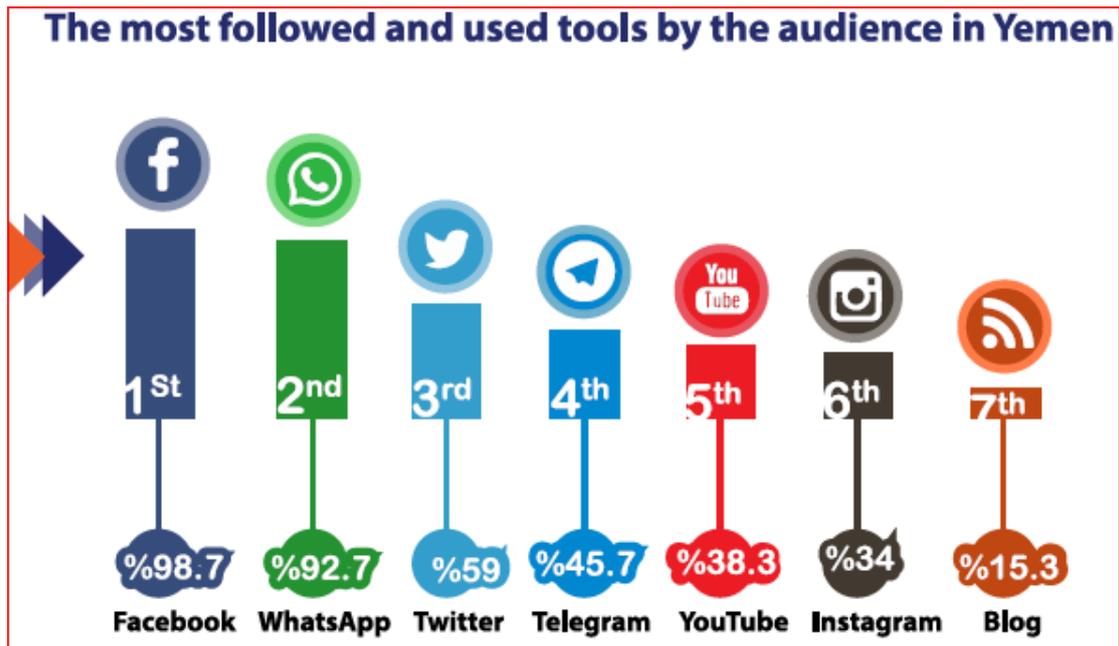
In addition, 39 doctorate and master degree holders participated in the questionnaire, forming 13% of the participants. Given that 79% of the total respondents have university degrees, this confirms the link between education and the use of social networking platforms.

In contrast, the number of participants in the questionnaire who hold high school certificates did not exceed 33, namely 11% while 22 persons participants, forming 7%, hold the post-secondary diploma. Only 7 participants, namely 3% hold pre-high school certificates. This confirms once again the study's point that there exists a strong relationship between the educational level and the use of modern media, especially the social networking tools which maintain a direct relationship with illiteracy.

### **The most used platforms**

Regarding the most widely used social media, 296 respondents said that they have Facebook accounts, forming 98.7% of the total number of the respondents. This means that Facebook is the first and most popular social media tool followed and used in Yemen. This is in conjunction with the dialogue space which Facebook is offering.

Facebook has become a platform to express the opinion and stance as well as commenting on the opinions and positions of others and creating new friends and multiple relationships. Facebook also shows interest in and respect for the personality of the individual. It allows the personal presence of everyone in a social situation that does not allow the ordinary people to express their views.



Facebook came first not only in terms of users' pages, but also ranked first in terms of users' preference. Other respondents put Facebook in a later order, but these are few. Out of the (289) respondents who answered the question on the preferred social networking platform (an optional question in the study questionnaire), 189 participants said that Facebook ranks first among social media tools.

However, 62 participants said Facebook comes second for them. (18) participants said Facebook comes third while (6) participants said Facebook comes fourth. (4) participants said Facebook is the fifth and (10) participants stated that Facebook is the sixth in terms of preference.

### **WhatsApp comes second**

In terms of interest, WhatsApp ranked second with 278 respondents, forming (92.7%). WhatsApp comes second as the most popular and preferred social media tool. (265) participants took part in the questionnaire. (106) respondents of them said WhatsApp ranks first for them in terms of use.

(97) respondents said WhatsApp occupies the second rank for them with respect to use. And (27) participants said WhatsApp ranks third. (13) participants said it is the fourth for them and two participants said it is the fifth. Finally, 10 participants said WhatsApp is the sixth in terms of use and 10 participants said it is the seventh.

The interest of Yemenis in WhatsApp as the second most popular and preferred social media tool is attributed to the conversation services WhatsApp is providing through the cellular communication especially after introducing the calling service at a nominal cost.

This has opened wide horizons for friendship and acquaintance as well as exchanging news, information and views in an unusual way in the Yemeni

society, going beyond the time and spatial distances. Additionally, it is easier to download and use WhatsApp on the mobile phone even when the Internet is slow compared to some other applications that require fast Internet.

### **Twitter comes third**

Twitter ranks third in terms of use and interests to Yemenis. 177 respondents, namely, 59% said they have Twitter accounts. Out 168 respondents, 19 respondents said Twitter ranks first for them. 42 respondents said it comes second and 51 said it comes third. (33) respondents said Twitter comes fourth, and (6) said it is the fifth. (6) respondents said Twitter is the sixth and (11) others said it is the seventh in terms of use.

Although Twitter is very important in other countries, it does not have much public attention in Yemen. In the opinion of the public, Twitter is often used by an elite that can summarize and deliver messages concisely to befit the limited words that the application offers in every tweet.

### **Telegram ranks fourth**

(137) participants, namely (45,7%) said they have telegram accounts, and it ranks fourth in terms of use. It has the same rank in terms of interest and following.

Out of 126 respondents who answered the optional question on their use of and interest in the telegram, 10 respondents said it ranks first for them. 23 respondents said it comes second and 20 said it comes third. (49) respondents said telegram comes fourth, and (11) said it is the fifth. (3) respondents said telegram is the sixth and (10) others said it ranks seventh.

This ranking comes in conjunction with what this news application is offering to the audience especially when a large number of blocked and suspended Yemeni media outlets have resorted to the telegram to convey their news to the audience.

### **YouTube ranks fifth**

Out of 300 participants in the questionnaire, 115 participants, namely 38,3% said they have accounts on YouTube. This site comes fifth in terms of use.

Out of 141 respondents who answered the question on their preference, 16 respondents said YouTube ranks first for them. 22 respondents said it comes second and 37 said it comes third. (24) respondents said YouTube comes fourth, and (13) said it is the fifth. (16) respondents said YouTube is the sixth and (14) others said it ranks seventh.

Despite the advantages of the YouTube channel in the transmission of video footages and events that may not be covered or accessed by the visual media, YouTube is not widely used in Yemen because the majority of users are not aware of visual editing arts and other relevant technical aspects.

This situation has hindered their interaction with the YouTube in addition to hindering the dissemination of their production and contributions through this channel. Moreover, YouTube needs fast Internet whether for uploading or downloading or even viewing, and this is not available in most areas of Yemen.

### **Instagram is the sixth**

With regard to Instagram that is used for exchanging, publishing and sharing photos, 102 respondents who participated in the questionnaire, namely (34%) said they use this application. Instagram ranks sixth in terms of use and following.

Out of 100 respondents who answered the question on their preference of electronic platforms, 8 respondents chose Instagram as the best social platform, putting it first. 14 respondents said it comes second and 5 said it comes third. (24) respondents said Instagram comes fourth, and (14) said it is the fifth. (25) respondents said Instagram is the sixth and (10) others said it ranks seventh.

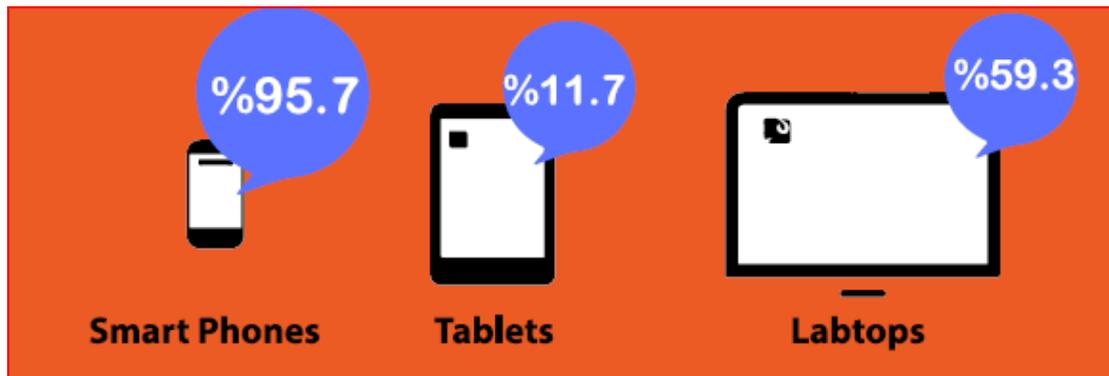
### **The blog comes seventh**

Although the blog is one of the oldest electronic platforms, the interest in this platform has recently declined given the diversity of other platforms where the audience has found a wider space. This has made the blog come last in terms of interest to Yemenis.

Out of 300 respondents, 46 respondents, namely 15,3% said they have blogs on the Internet. With regard to the question on the preference and interest, 64 answered this question. 3 respondents chose the blog as their first platform. 9 respondents said it comes second and 12 said it comes third. (7) respondents said the blog comes fourth, and (8) said it is the fifth. (7) respondents said the blog is the sixth and (18) others said it ranks seventh.

This decline is not only limited to the blogs, but also the online news websites, the newspapers, radio stations and television channels which have become traditional media in the opinion of some people. The hours spent on following these media outlets are decreasing compared to the time spent on , the new electronic platforms.

## The mobile phone is the most used means for browsing the Internet



With regard to the most widely used electronic means for Yemenis to browse the social networking platforms, out of (300) participants in the study questionnaire, 287 participants, namely (95.7%) said that they use the mobile phone. The mobile phone ranks first among the electronic means that are being used for browsing social media platforms.

It is certain that the availability of these applications on the mobile phone has made the majority of the participants resort to it when they browse and use the electronic platforms. Still, some applications are only available on the mobile phone.

Additionally, the mobile phone is easy to carry constantly in different times and places. Also, there is a wide variety of mobile phones at a lower price compared to the laptops and tablets. The use of the mobile is consistent with the poor economic situation of the majority of Yemenis.

187 respondents, namely (59.3%) said they use computers to surf the social networking platforms. Since the question in the questionnaire allowed the participants to choose more than one electronic device, a number of participants responded that they use the computer and mobile phone to access the electronic platforms at different times.

A number of subscribers use the computer at work only., and they use the mobile phone during the rest of the day. (35) respondents namely, (11.7%) said they use a tablet.

## Electronic Hours

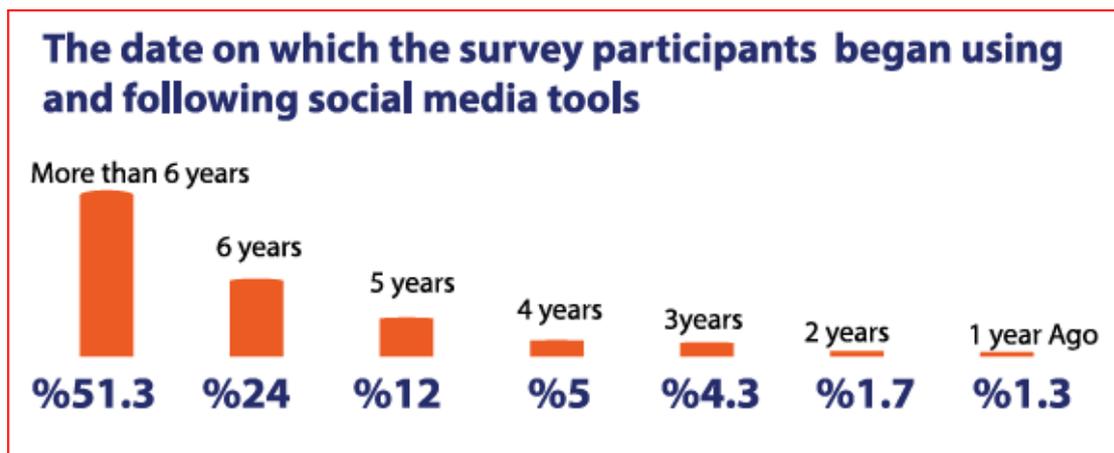
Yemenis spend long hours watching and following social media tools, exceeding 5 hours a day or reaching less than one hour a day at the lowest.



According to the study questionnaire, 84 participants, namely (28%) said that they spend more than five hours in following the social media platforms. This means that approximately 30% of Yemenis spend more than a quarter of their day (6 hours and above) on social networking platforms.

65 participants namely (21.7%) said that they spend four hours a day in following the social media, and 62 participants (20.7%) spend three hours in following the electronic platforms, while 42 participants (14%) spend five hours, and 33 participants (11%) spend two hours a day on the electronic platforms. 13 participants (4.3%) said they spend one hour per day while one person (0.3%) spends less than one hour in following the social networking platforms.

## Electronic Age



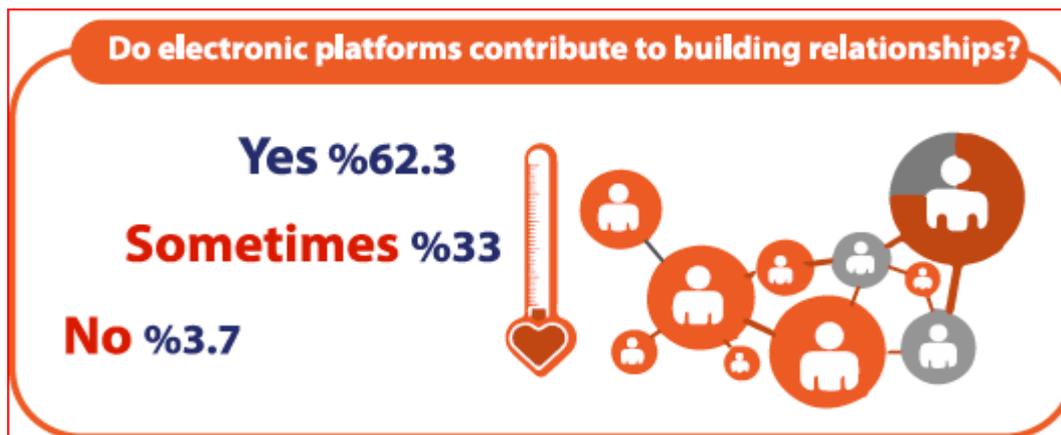
Regarding the period of owning and following the social networking platforms, it was found that 154 participants (51.3%) of the total participants have been following these platforms for more than six years. 72 participants (24%) have been following the social networking platforms for six years.

36 participants (12%) began following five years ago, and 15 participants (5%) began following four years ago. 13 participants (4.3%) started following three years ago, and 5 participants (1,7%) started following two years ago. 4 participants (1,3%) began following one year back, and one participant (0,4%) said s/he began following social media platforms less than a year ago.

### **Building Relationships:**

With respect to the effectiveness of social networking platforms in building relationships, 195 respondents (63.3%) answered "Yes" to the question on whether social networking platforms contribute to building relations. They consider these platforms effective tools in building relationships and this is one of the main reasons for Yemenis having social networking pages.

99 participants (33%) said the social networking platforms are effective in building relationships "Sometimes." These responses are based on the fact that relations on the social media platforms are not all positive and that there is improper exploitation of these tools. This view is attributed to the culture and awareness of the society.



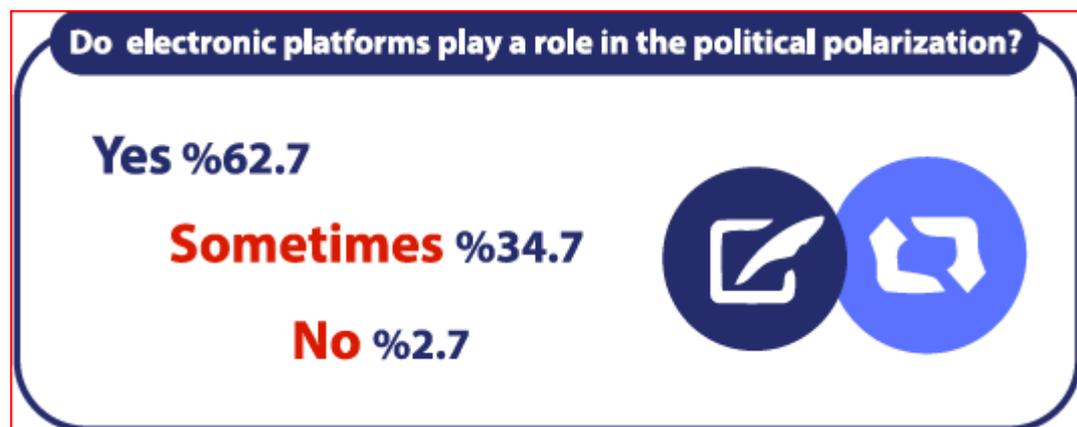
(11) respondents (3.7%) answered "No", deeming the social networking platforms ineffective in building relationships. Although this is a small percentage, this means that social networking platforms are still considered as a double-edged sword and that they may become tools of breaking family relations if they are used in an improper or irresponsible manner.

In addition, some say the social networking platforms have a negative impact on the familial communication which decreases in line with more time spent on the social media especially when the user grows addicted.

### **Political Polarization:**

The social media platforms have an impact on the political polarization. 188 respondents (62.7%) answered "Yes" to the question whether these platforms play a role in the political polarization. This means that the political polarization exists and this considerable number of respondents felt it and positively evaluated it. Given the war that has displaced a number of

Yemenis and made their journeys long, the social media platforms have succeeded in facilitating communication and political polarization.



104 respondents (34.6%) said the electronic social platforms relatively play a role in the political polarization (Sometimes). That is to say more than 97% of the respondents acknowledge the impact of electronic platforms on the political polarization regardless of the magnitude of this impact.

While (8) respondents (2.7%) said "No", meaning the electronic platforms do not play a role in political polarization. It seems that this group of respondents have been away from this polarization or perhaps the political activity. Or they are not affected by polarization because of their ideology or their firm attitude towards what is happening.

#### **Communicating with Political and Community Leaders:**

Regarding the opportunities offered by the electronic platforms to communicate with the senior political and social leaders in Yemen, 134 respondents (44.6%) said "Yes". That means they use the social media platforms to communicate with political and social leaders .

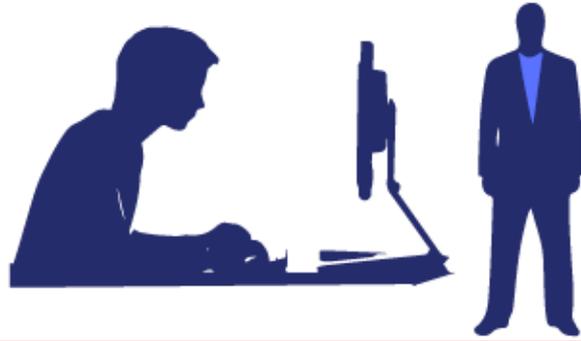
Accordingly, these tools have broken the barriers of isolation between the Yemeni political leaders and community leaders. It has been possible to convey messages and social concerns to them especially in light of the political and security circumstances that Yemen has been witnessing for years.

### Are electronic platforms used as tools to communicate with senior political leaders?

**Yes %44.7**

**Sometimes %34.7**

**No %20.7**



However, (104) respondents, (34.7%), replied that they use the social media platforms "Sometimes". This also means that there is partial or circumstantial use of these platforms with political and community leaders.

This supports what we have previously stated that these platforms broke the barriers of silence and indifference that used to surrounded the relationship between Yemeni citizens and leaders during the past period. The social media platforms opened new windows of communication.

(62) respondents (20.7%) replied that they do not use the social media platforms to communicate with political and social leaders. This may mean that this group may still be inhabited by the conditions of previous isolation or they believe that these platforms are useless to communicate with political and social leaders. Also this group of respondents may not have a specific reason to communicate with political and social leaders.

### Different Changes

Regarding the political, social and cultural changes made by the electronic platforms, 203 respondents (67.7%) replied "Yes" these platforms are making political, social and cultural changes. This means that a large percentage of Yemenis believe in the possibility of using these tools to make any change, and this becomes obvious in the use of these means by ordinary individuals who expose crimes errors, crimes and misconducts.

### Do electronic platforms create political, social and cultural changes?

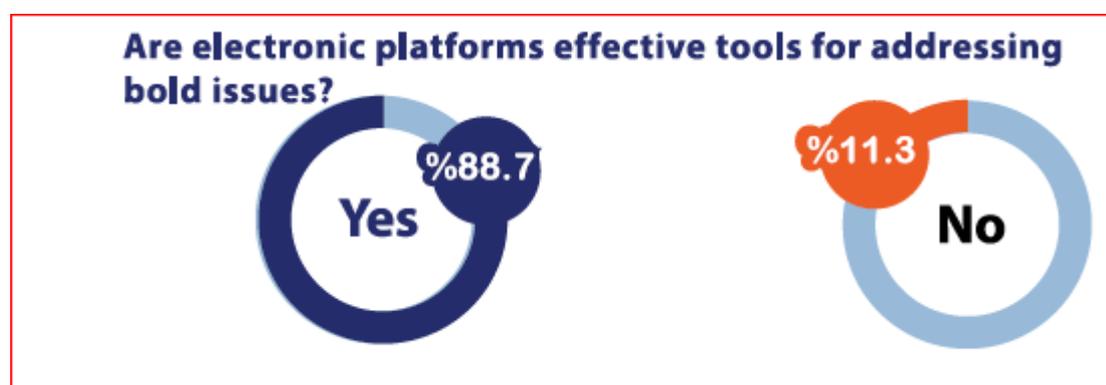


^v participants (29%) replied that these platforms make changes "Sometimes". This necessitates developing and professionalizing the methods of using of these methods. It also underlines the need for training on the ideal ways to make any change at the political and social and cultural levels.

Ten respondents (3.3%) answered "No," which means that the social media platforms do not create a difference. This indicates that there is a small percentage of Yemenis who do not believe in the contribution of these tools to effect a change.

### **Daring Platforms**

With regard to the role of electronic platforms in addressing the daring issues, 266 respondents (88.7%) answered "Yes" the social media tools are effective in addressing daring issues. This means that the electronic platforms broke many of the previous constraints that used to prevent addressing daring and unacceptable issues by traditional tools.



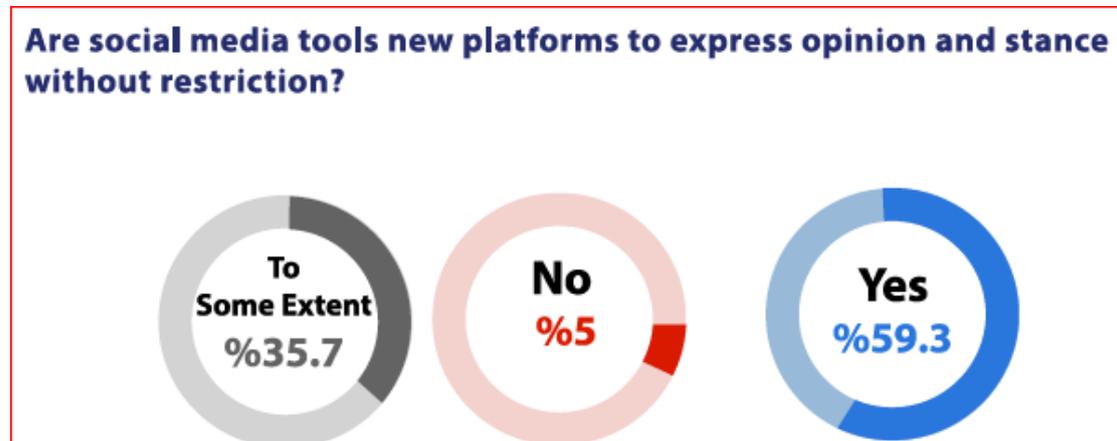
(34) respondents (11.3%) replied "No", meaning that the social media platforms do not address daring issues. Despite the contradiction of this view with the possibility of publishing and addressing various issues on the social media platforms, the answer of the respondents may shed light on some of the restrictions imposed on some activists who may refrain from publishing or dealing with daring issues. These activists may fear political or religious authorities or groups or individuals who could harm them. This is a justified fear given the difficult circumstances Yemen is currently undergoing.

### **New Platforms of Opinion Freedom and Expression**

To find out whether social media tools are new platforms for the freedom of opinion expression, 178 respondents (59.3%) replied with "Yes". This means the social media tools are new platforms for freedom of opinion and expression.

This result is consistent with the significant increase of Yemenis who express their views and stances especially in light of the suspension of various private and partisan media outlets and the resort of many activists, media professionals and politicians to the electronic platforms as new tools of publication and expression.

So, these platforms have become a medium for publishing the news of the suspended and blocked media outlets, conveying the news to the following public in Yemen. This has given these media outlets the room to get rid of the restrictions imposed on the traditional media outlets.



However, 107 respondents (35.7%) said the social media platforms are "Somewhat" freedom platforms. This means that there are still restrictions or barriers on using these tools to express opinions freely especially for activists who post and publish from cities controlled by repressive authorities or armed or extremist groups. Such authorities and armed groups played a role in curbing the freedom of expression on electronic platforms after censoring what is being posted on social media, making activists' posts a reason for their condemnation.

This situation could be the major reason behind the "No" response of (15) participants (5%) to the question whether they consider these tools new freedom platforms.

This view is affected by an environment of repression and injustice in Yemen especially in light of violations, arrests and torture which hundreds of political, media and rights activists have been exposed to for expressing their opinions or disseminating information about events they witnessed, using social networking platforms.

### Impacting on the Decisions



In order to determine the impact of social media activists' criticism of some government decisions, 92 respondents (30.7%) said "Yes" the activists' criticism affects the decisions.

This gives a positive indication that these platforms provide the community an opportunity to follow, evaluate and criticize the wrong decisions, contributing to correcting wrong government policies.

(151) respondents (50.3%) believe that criticism is effective "Sometimes". This means that a half of Yemenis believe in the partial or circumstantial impact of these social tools on changing decisions. This is to say a large percentage of Yemenis have placed their footing at the beginning of a new road to influence decisions and practices they reject or criticize.

34 participants (19%) responded that the social media platforms do not affect government decisions. This opinion may be governed by the awareness, culture and circumstances of individuals who have not realized the interaction and the impact created by the new electronic platforms.

### Lobby Campaigns

To further understand the impact of social media on decision makers, it was necessary to differentiate between the impact of individual criticism and the impact of public lobby campaigns on social media.

Regarding Yemenis' belief in the impact of lobby campaigns on the electronic platforms, 176 (58.7%) respondents said "Yes", meaning that they believe in these platforms' impact. This is consistent with the organized campaigns led by activists from time to time on electronic platforms regarding some governmental issues and decisions.

These campaigns have mobilized the public opinion, pushing officials to retract their decisions. The lobby campaigns also have the same impact on the practices of non-governmental entities and influential individuals.



100 respondents (35%) chose "Somewhat" to answer the question on whether they believe in the lobby campaigns on social networking platforms. That is to say these platforms have a relative impact.

This is an acceptable viewpoint in line with the absence of the state Yemen is seeing today in addition to the absence of the rule of law, the inability of the

state to impose its control over all Yemeni territories, and the de facto authorities or armed groups' lack of respect for moral and legal responsibility in the course of exercising their policies.

This can be read from the answer of (19) participants (6.3%) who chose "No", to answer the question on whether they believe in the lobby campaigns on the social media tools. They believe that the impact is impossible in the absence of the state and the dominance of the law of jungle.

### Changing Convictions and Stances

Responding to whether the posts on the social media platforms impact on the convictions and stances of the Yemeni public, 141 participants (47%) said that these platforms affect "Sometimes". This means that if the content of the posts or messages conveyed on these platforms is logical and supported by evidence and facts, their impact is inevitable.



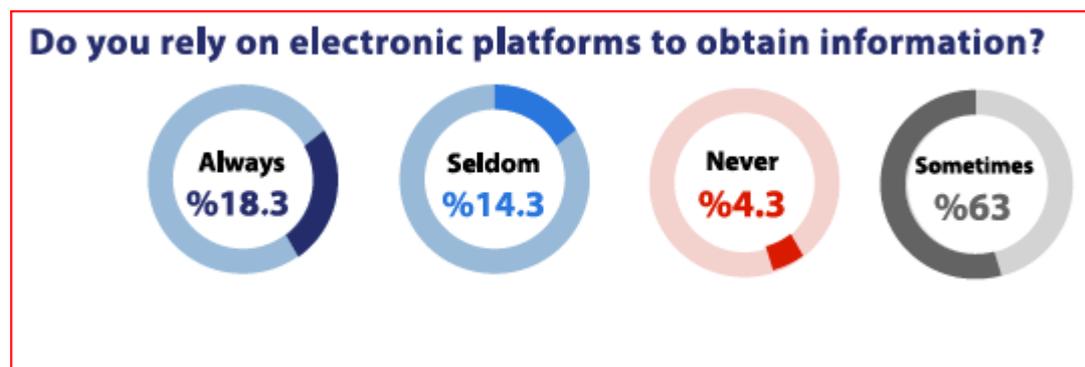
28 respondents (28.3%) said the impact of social networking platforms on changing convictions and stances is "Rare". This points to the weakness of the used discourse or post as well as the lack of professionalism and credibility on these platforms which some users utilize to spread rumors, lies and misrepresentation. This is an irresponsible use that underlines the need for training young, interested and influential activists on the ideal use of electronic platforms effectively and efficiently .

15 respondents (11%) thought that these platforms "Often" impact on changing the convictions and stances. This indicates that a small percentage is affected by most of the social media posts.

According to (30) participants (10%), the social media platforms have no impact on the convictions and stances of the public. This means that this category of respondents already stick to their ideologies in a way that makes their conviction and stances firm and unchanging.

11 respondents (3.7%) responded that the social media platforms "Always" influence on changing the convictions and stances. This means that the convictions and stances of a small percentage are affected by what is posted in these electronic social platforms regardless of the credibility or incredibility of the content.

## Accessing Information



To know to what extent the Yemeni public depends on the use of social media tools to obtain information, 189 respondents (63%) said they "Sometimes" rely on these tools. That means what is posted is not always accurate, and there is an irresponsible and unprofessional use of information dissemination and verification.

(٥٥) respondents (18.4%) said they "Always" depend on the social media tools. This is in line with the reliance of a number of Yemenis on these tools to obtain information after the shutdown of most media outlets and blocking more than 150 Yemeni and foreign news websites.

(٤٣) respondents (14.3%) responded that they "Rarely" rely on these platforms which means that this category of respondents think of these platforms as unreliable and unconvincing professionally and responsibly. 13 respondents (4.3%) said that these platforms are "Absolutely" unreliable. Though this is a small percentage of respondents, a group of people still think that these platforms are unreliable or unqualified to be a source of information.

In general, the lack of professionalism of the majority of users of the social media tools and the absence of the legal personality of a number of them especially those with unknown names negatively affects the credibility of what is being posted on these platforms. This entails informing the users of the ways of verifying the sources through these tools in addition to increasing the professionalism and responsibility of these platforms' users.

## Internet Service

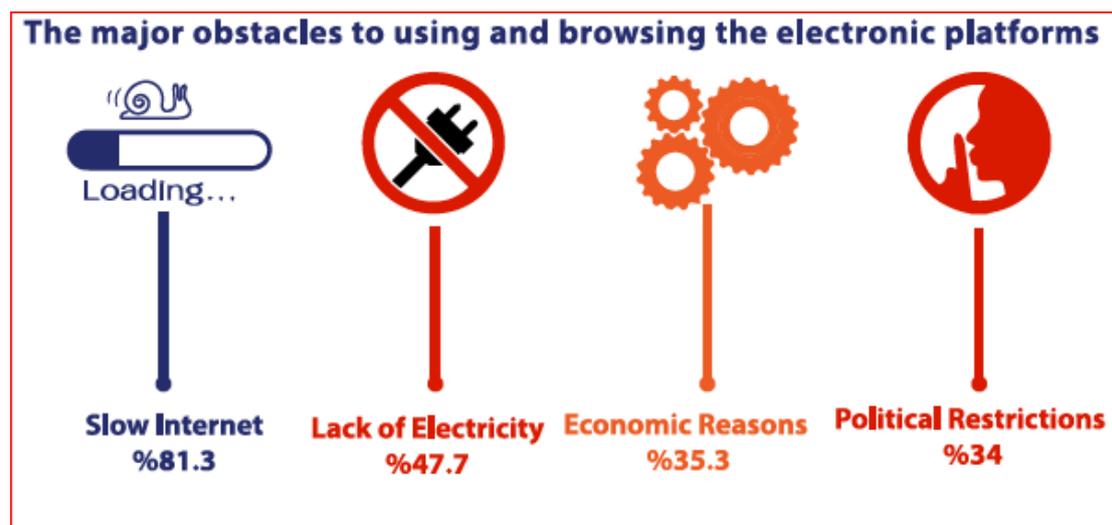


To find out the Internet services which Yemenis are using to browse the social media platforms, it was found out that the most used service was the "mobile Internet" based on the answer of (211) participants (70.3%).

ADSL service comes second according to the choice of 156 participants (52%). The Wi-Fi service is third based on the choice of (103) participants (34.3%).

## Use-related Obstacles

To clarify the major obstacles which the users of social media platforms are facing, (244) participants (81.3%) said that the slow Internet is the major obstacle. This is in line with the fact that Yemen's Internet is the slowest in the Arab world as the Yemen Net Company continues to exploit the supply of this service.



(143) respondents (47,7%) said the lack of electricity is one of the main obstacles. This is consistent with the absence of public electricity during the past five years and the resort of Yemenis to other alternatives to generate

electricity including solar panels. The lack of electricity has hindered the easy use of social media platforms.

(106) respondents (35.3%) said that there are economic reasons that raise an obstacle to using and browsing these electronic platforms. This corresponds to the economic collapse Yemen is seeing and the suspension of public employees' salaries for a year.

(102) respondents (34%) attributed the obstacle to the political restrictions. This matter has to do with the public and media freedoms that have been suppressed over the past three years. A the large number of journalists, activists, politicians and rights advocates have been subjected to abuse and violations of rights and freedoms because of expressing their views on social media tools which are considered the most important mass publication tools.

### **Recommendations:**

-The study recommends enhancing the capacities of effective activists and players in these social media platforms to adopt the community issues and form effective and positive lobby campaigns towards the decisions and actions of government agencies, political and community leaders and public institutions.

-The study emphasizes the necessity of raising awareness and education in the ideal ways to use these platforms, adhering to the values and principles of correct and professional publication to support the truth and the true information in a way that contributes to improving the quality of the content of these social media platforms in order to gain the credibility of the audiences.

-The study emphasizes the importance of training activists and young people on effective and positive ways of using social media tools.

-The study urges encouraging the values and spirit of dialogue provided by these tools in order to promote the values of pluralism and diversity and acceptance of the other in the society.

-The study recommends that media activists, rights advocates, politicians and community leaders to denounce the language of hatred and incitement and promote the values of tolerance and coexistence in their posts on these electronic tools.

-The study commends the contribution of these tools to opinion expression and combating corruption as well as their role in monitoring the actions and work of public and private bodies and institutions that have to do with the services and issues of people.

-The study recommends working to break the monopoly of Internet service in Yemen and subject it to competition that benefits the ordinary users and improve the quality of service and spread it more widely in different areas of Yemen as well as lifting the restrictions imposed on this service.

-The study urges the necessity of developing the legal and legislative environment of the Internet use in Yemen in order to facilitate the work of the electronic media including the websites, online radios and the media of all kinds.

-Encouraging the media outlets that are suspended or blocked to use these platforms to get in touch with the public, break the imposed siege and suspension and contribute to improving the quality of electronic publishing.

## Mansa Foundation For Media And Development Studies

The declaration as a Yemeni non-profit civil society organization which works in accordance with an official permit issued by the Ministry of Social Affairs and Labor No. 375, on April 12, 2017. The Foundation seeks to elevate the media status in Yemen and improve the environment and working conditions of the media organizations. It also seeks to provide opportunities for rehabilitating and developing the expertise of the media persons as well as focusing professionally on development issues and keeping abreast of developments. Mansa Foundation seeks to improve the quality of the media product and discourse. It will monitor the violations committed against media institutions and professionals, and promote awareness of the role of development media in the press and the society as a whole. Mansa Foundation focuses on digital media, enhancement of the use of modern media, the investigative journalism and creating partnerships with state institutions and various media outlets as well as with local and international civil society organizations.

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