



مؤسسة منصة للإعلام والدراسات التنموية
Mansa Foundation For Media And Development Studies

The Impact of Social Media Platforms on Shaping the Public Opinion in Yemen

A Diagnostic Study Prepared by the Mansa Foundation for Media and Development Studies

Participants took part in the survey

300



The social media tools included in the study



Facebook



WhatsApp



Twitter



YouTube



Telegram



Instagram



Blog

The survey continued for one whole month



The Gender of the Survey Participants

257
Males

%85.7

43
Females

%14.3

Age Categories of the Survey Participants :

From 41 To 60 (year)



From 20 To 40

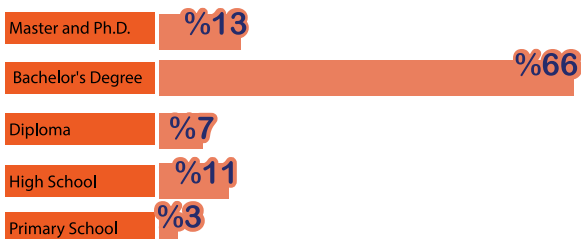


Less than 20

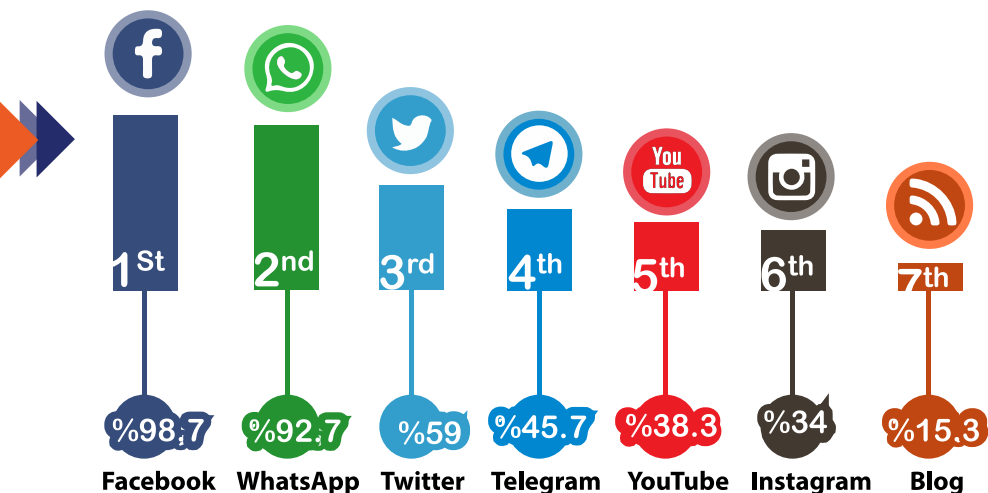




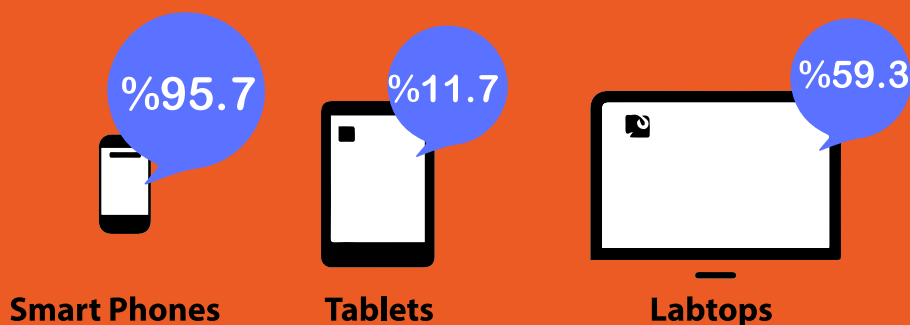
Educational Level of Participants :



The most followed and used tools by the audience in Yemen



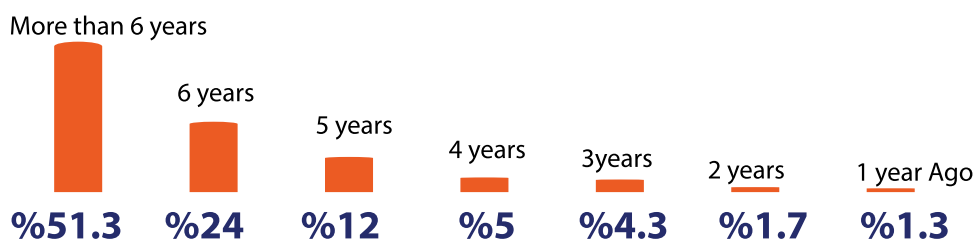
The means used to browse the social media platforms



Hours spent on social media tools per day



The date on which the survey participants began using and following social media tools



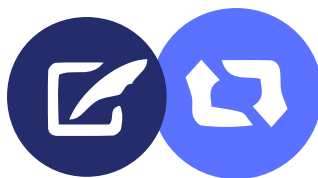
Do electronic platforms contribute to building relationships?

Yes %62.3
Sometimes %33
No %3.7



Do electronic platforms play a role in the political polarization?

Yes %62.7
Sometimes %34.7
No %2.7

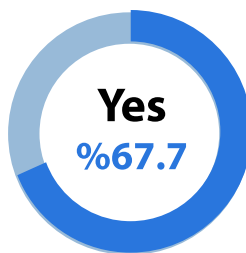
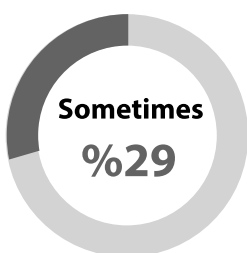


Are electronic platforms used as tools to communicate with senior political leaders?

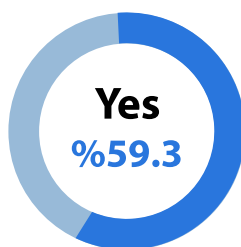
Yes %44.7
Sometimes %34.7
No %20.7



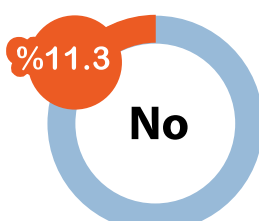
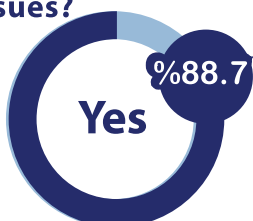
Do electronic platforms create political, social and cultural changes?



Are social media tools new platforms to express opinion and stance without restriction?



Are electronic platforms effective tools for addressing bold issues?



Has social media criticism impacted on government decrees?



Do you believe in the social media lobby campaigns?



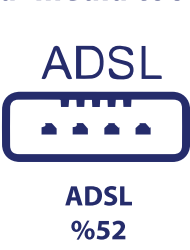
Do you change your convictions based on what you read and follow on social media tools?



Do you rely on electronic platforms to obtain information?



Which of the following services do you use to browse the social media tools?



The major obstacles to using and browsing the electronic platforms

