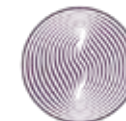




Electronic Public Opinion Trends Services



ترخيص رقم: 1555

مركز قطر للمال
Qatar Financial Centre



Introduction

Online space has become influential in shaping public opinion both locally and globally. With over a billion people on the internet distributed across services, pages, social media platforms, and other outlets provided by the World Wide Web, attracting people from all over the world, influential figures have emerged in shaping public opinion. This is especially notable as traditional media outlets like television and radio have diminished in power, being replaced by mobile phones now available in the hands of nearly 5 billion users worldwide.

This sudden change in public opinion and its attachment to a new term, «electronic public opinion,» is attributed to the large human presence on the information network. This presence has led to the discussion of societal and global issues and provided space for freely expressing opinions and influencing them by active individuals. Consequently, there is a necessity for methods and approaches to keep pace with measuring electronic public opinion and identifying its trends to elucidate its impacts.

Public opinion in a country forms as a result of a consensus among

the majority of citizens towards something. This opinion is often influenced by propaganda through traditional media or through various information exchanged among individuals in their daily interactions. However, with the digital revolution and the rise of social media, citizen journalism, prevalent in the majority of countries worldwide, emerged what is known as «electronic public opinion.» It reflects the trends and ideas of the largest possible segment of users of these channels and influences another larger segment.

Electronic public opinion may form momentarily through the rapid and continuous flow of information and opinions about a certain topic circulated instantly through these social networks. Since these platforms are of great importance in determining the current and future realities and destinies of events, measuring and analyzing the trends of public opinion formed through them has become an urgent necessity, not less important than measuring public opinion through traditional means, if not surpassing them in importance and magnitude of impact.



The concept of Electronic Public Opinion Trends Services **from Smart Ideas for Media Services**

The concept of Smart Ideas' Electronic Public Opinion Trends Services revolves around analyzing the most prominent trends, opinions, and impressions of individuals on electronic platforms regarding various vital issues. This contributes to the preparation of strategic plans and decision-making based on accurate scientific and methodological foundations characterized by transparency and reliability.

Additionally, Smart Ideas' Electronic Public Opinion Trends Services focus on measuring the extent of the influence of electronic public opinion on the goals of clients/organizations. Through the results, the most influential points in shaping this opinion emerge, as well as the extent to which clients/organizations align with the current public opinion. Based on this, either a redefinition of those goals is undertaken, or an attempt is made to reconcile the current public opinion with the desired goals of the clients/organizations, using the latest measurement and monitoring techniques for electronic public opinion.



The importance of Electronic Public Opinion Trends Services

lies in the dynamic nature of public opinion and its continuous evolution, which necessitates its scientific and precise measurement to elucidate the true image of the target audience. Continuously measuring electronic public opinion provides clients/organizations with a clear understanding that assists them in making the right decisions, enabling them to achieve their goals without wasting time, effort, and money. The following are explanations of the importance of Electronic Public Opinion Trends Services:

- The growing role and influential value of electronic public opinion as a general indicator measuring the pulse of societies and expressing the aspirations and hopes of individuals towards various issues.
- Measuring, monitoring, and analyzing electronic public opinion trends are fundamental in policymaking, program design, and decision-making processes.
- Studying electronic public opinion is a priority for decision-making institutions to understand public sentiments and shape policies that resonate with their impressions and overall mood.
- The multitude of factors influencing electronic public opinion trends, notably the phenomenon of social activists in various fields.
- Studying and analyzing electronic public opinion trends are essential steps in engaging individuals from diverse demographics in decision-making processes and preparation.



The methodology of Smart Ideas for Media Services in «Electronic Public Opinion Trends»

Smart Ideas' Electronic Public Opinion Trends services are based on advanced scientific and applied systems that are tailored to fit the unique circumstances of each client or organization, along with their brand and target audience. This approach helps in achieving their goals effectively. Smart Ideas' methodology for Media Services also involves utilizing appropriate measurement tools for each component of electronic public opinion shaping on the internet, which may include email lists, forums, online polls, SMS surveys, dedicated websites, blogs, email polling, and social media platforms such as Facebook and Twitter, and others.

The process of measuring electronic public opinion can be carried out through one of the following methods:

- Surveys (Direct polling or questionnaires)
- Observational methods (Observation or interviews)
- Content analysis: This involves measuring and collecting data by analyzing verbal behavior found in comments, for example, on social media pages after identifying the sample whose opinion needs to be measured from the audience.

Smart Ideas for Media Services relies on quantitative and statistical measurement methods to accurately determine electronic public opinion trends, thereby achieving the goals of clients/organizations.

The methodology of Smart Ideas for Media Services encompasses the following stages:

● Formulating a concise diagnosis of electronic public opinion trends in the target environment:

- Providing accurate data and analyses governing the target environment.
- Developing a map that diagnoses the inclinations of electronic public opinion in the target environment.

Providing charts and reports that embody electronic public opinion trends and tendencies.

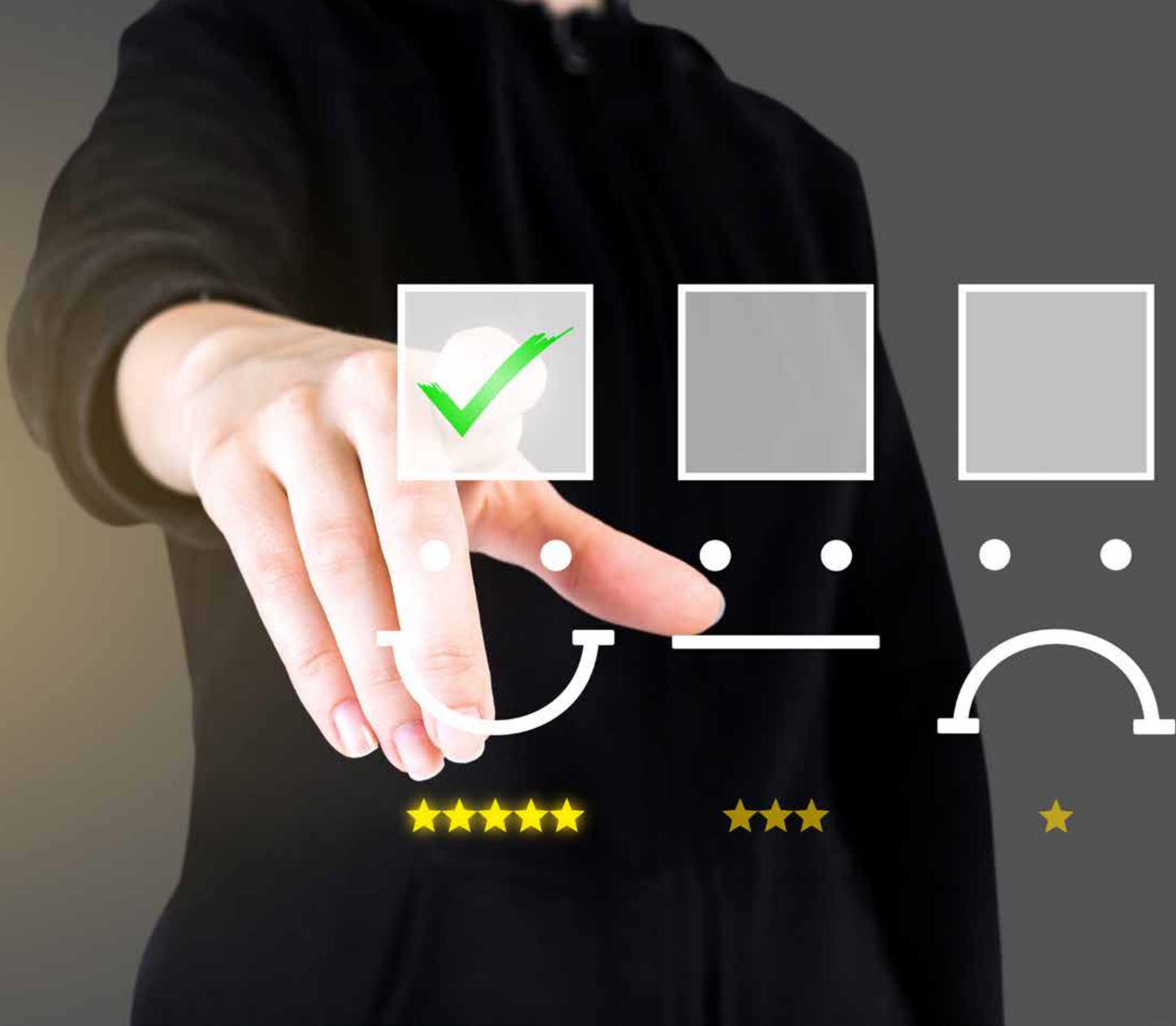
● Insight into the features of the target environment and their reflections on the online audience:

- Measuring the impacts of socio-economic and political issues on electronic public opinion.
- Providing evidence of the influence of various surrounding variables on the target environment.
- Predicting anticipated electronic public opinion outlooks regarding various societal issues.
- Assessing the effectiveness of different issues in shaping public opinion trends.
- Analyzing and measuring the reactions of electronic public opinion to changing issues on all levels.



- **Using effective ideas and tools in measurement and analysis:**

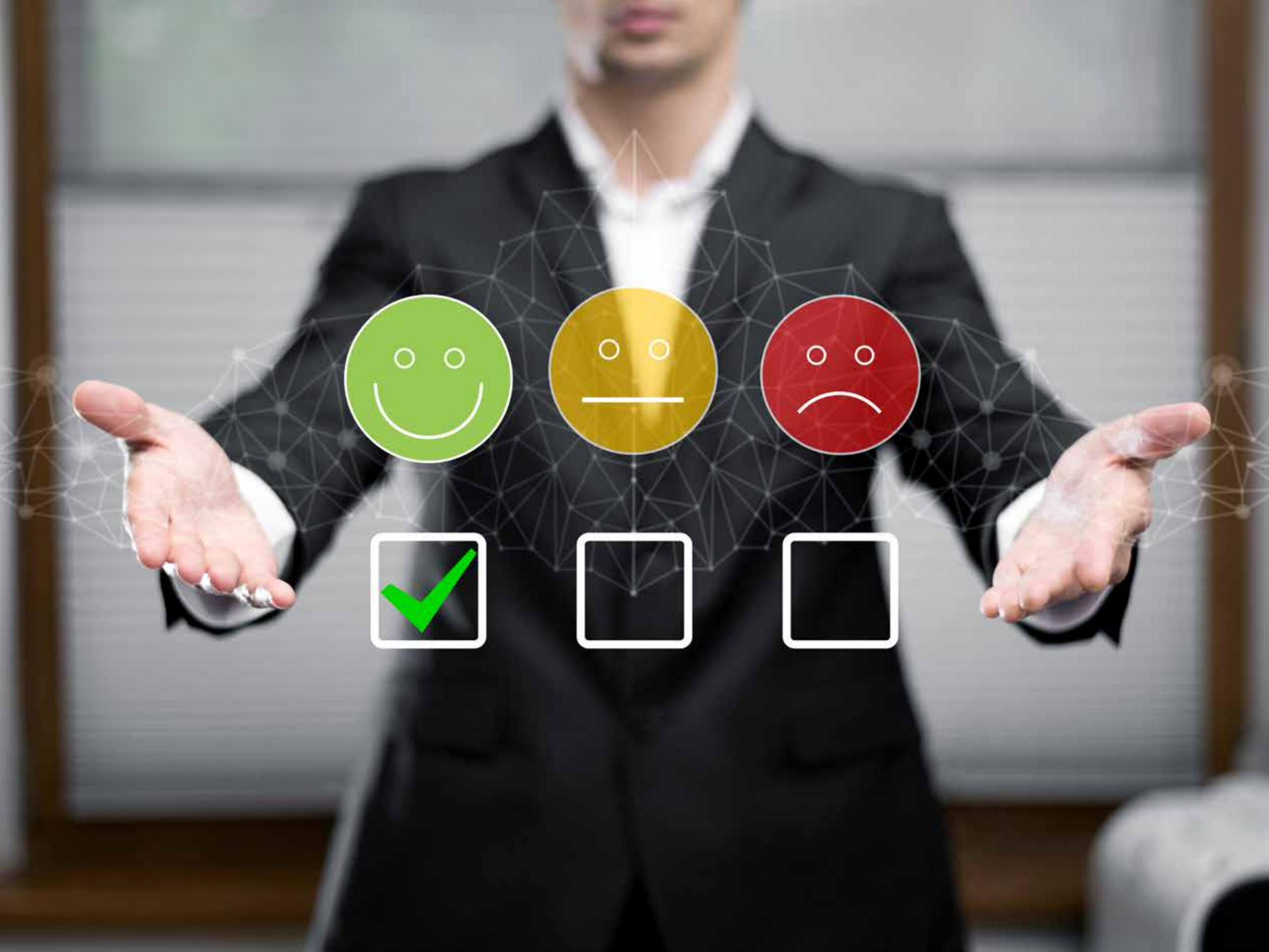
- Using accurate methodological and practical tools to prepare objective studies that are transparent about the target environment and trends in electronic public opinion.
- Contributing to building client strategies based on in-depth studies on e-public audiences.
- Provide detailed studies for clients to be used in planning and decision-making.
- Provide customers with a package of reliable and accurate customer impression measurements and analyses.



The prominent services of Smart Ideas for Media Services in «Electronic Public Opinion Trends» include:

Smart Ideas for Media Services offers a diverse range of subsidiary services with significant effectiveness within the framework of electronic public opinion trends, all of which are based on a plethora of integrated scientific methodologies. These methodologies aim to maximize the utility of various tools for analyzing and measuring trends and opinions.

Below are the highlights of the subsidiary services included within the «Electronic Public Opinion Trends» service:



Developing a comprehensive **understanding of electronic public opinion trends:**

- Crafting electronic studies that highlight prevailing public opinion trends across internet networks, electronic platforms, and social media channels.
- Formulating a broad perspective on the various trends of public opinion regarding critical issues.
- Assessing and analyzing the general characteristics of electronic public opinion trends across different issues and directions.
- Compiling and disseminating research reports detailing customer trends and public opinion.
- Providing in-depth studies for clients to aid in shaping future plans and making crucial decisions.
- Contributing to the development of client strategies by delivering precise research findings on electronic public opinion.

AM



Measuring the Impact of **Various Issues on Electronic Public Opinion** includes:

- Studying the current and potential effects of economic, social, and political issues on electronic public opinion.
- Providing evidence of the influence of economic, social, and political changes in the target environment on electronic public opinion.
- Preparing analytical studies illustrating the prominent trends of public opinion on prevailing issues across all levels.
- Formulating insightful perspectives on the electronic public's attitudes toward different prevailing issues.
- Documenting the prominent impressions of electronic public opinion on various prevalent issues.
- Creating a map that diagnoses the inclinations of electronic public opinion on different important societal issues.
- Predicting preconceptions of electronic public opinion on various societal issues.
- Measuring the effectiveness of different issues in shaping the contours and inclinations of electronic public opinion.

> Feedback



★ ★ ★ ★ ★
4 out of 5 stars



Media Monitoring includes:

- Monitoring the written content about our clients across local and foreign print media.
- Collecting data and analyzing content from various traditional media outlets (visual and auditory).
- Monitoring client-related content on various electronic platforms.
- Applying steps for monitoring, content analysis, and extracting indicators and results.
- Analyzing the psychological characteristics and intellectual implications in various media messages.
- Utilizing the latest theories and sciences in monitoring and analysis methods.
- Applying the most successful models in media content monitoring and analysis.



Advantages of Smart Ideas for Media Services in «Public Opinion Trends»:

Transparency and Flexibility:

Our services are highly transparent and flexible, aiming to gain the trust of clients by providing meticulous work based on measuring and analyzing public opinion and audience trends. We adhere to principles of transparency, reliability, and accuracy, ensuring precise results that significantly reflect reality, aiding vital decision-making.

Integrated Services:

We offer comprehensive service solutions to help our clients develop their businesses, measure audience feedback on their products/services, and assess the impact of their advertising campaigns on the online platform audience. Our services include trend analysis, client strategy development, impression documentation, and preparation of public opinion reports.

Lower Cost:

Our services assist clients in saving money, as opposed to spending their entire budget on content marketing services. We ensure payment only for the actual cost of the service, without any additional charges.

High Capability and Efficiency:

Smart Ideas Media Services boasts a distinguished team of opinion analysts, trend analysts, and content validators in the Arab world and globally. They all possess extensive experience in measuring and analyzing general trends in public opinion, with a rich portfolio of works in the field with prestigious Arab and foreign entities, ensuring significant value addition to clients.

Extensive Experience:

Smart Ideas Media Services is a prestigious media establishment with extensive experience in various fields, including measuring and analyzing trends in public opinion. This esteemed entity works towards developing the managerial, marketing, and media capabilities of its clients to keep pace with successive changes in the business and decision-making environment. The establishment has long-standing extensive experience covering all these areas, built by a distinguished team of experts over a long period.



[/https://smartideasmedia.com](https://smartideasmedia.com)