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New relational 2.0 models in the practice of public relations

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**Abstract:**

Our research focuses on the study of innovations brought by the web 2.0 to the practice of public relations within the industrial company MFG (Mediterranean Float Glass), and the place that public relations 2.0 occupies, focusing on the role of public relations 2.0 in the objective of building the digital image of MFG (Mediterranean Float Glass).

The results of our study proved that the company Mediterranean Float Glass MFG begins to take into consideration the integration of public relations in its communication strategy, valuing the public relations 2.0 that are an essential tool in the corporate communication of the company MFG.

**Keywords:** Public relations; Web 2.0 ; Reputation; Practical models; Technological means.

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## 1. Introduction

The new technologies of information and communication have radically modified the practices of public relations (the way of transforming, diffusing, and consuming the information), to this effect the companies integrating the NTIC in the practice of public relations have elaborated a good strategy of communication in order to answer these objectives in the course of time, especially with the arrival of the Web towards the years 1995.

The web 2.0 in Algeria is considered as a tool of exchange which is part of the E-Algeria strategy whose objective is to ensure a change in the Algerian society towards a digital world; this change generates an important transformation of the modes of organization and work by offering them opportunities more extensive and dynamic, promoting the improvement of relations with the public of the company, and to study the importance of public relations 2.0 within Algerian companies.

Our research focuses on the study of innovations brought by the web 2.0 has the practice of public relations within the industrial company MFG (Mediterranean Float Glass) in Blida(Algeria), and the place that occupies the public relations 2.0, focusing on the role of public relations 2.0 in order to build the digital image of MFG (Mediterranean Float Glass).

In order to carry out this study, we tried to answer the following problematic:

What is the role of public relations on the web 2.0 in the construction of the image of the company (Mediterranean Float Glass) MFG?

From this problematic, other secondary questions follow which will be able to help us in our research work, which are as follows:

- How the web 2.0 to develop the digital image of the company MFG?
- How did public relations 2.0 improve the e-reputation of the company MFG?

All research is structured around one or more hypotheses. The hypothesis, therefore, is a provisional response to one or more research phenomena in the humanities and social sciences, and according to Gordon Mace and François Pétry: “The hypothesis is envisaged as an anticipated response that the researcher formulates to his specific research question” (MACE & PETRY, 2000, p41), and according to Maurice Angers: “The hypothesis is a statement that predicts a relationship between two or more terms and involving an empirical verification” (ANGERS, 1996, p102).

And in order to consolidate and answer the question posed in the problematic, we propose the following hypotheses:

□ The Mediterranean Float Glass MFG Company is beginning to consider the integration of public relations into its communication strategy;

□ Public relations 2.0 are an essential tool in the corporate communication of Mediterranean Float Glass MFG;

□ The MFG Company used several web 2.0 tools to develop its E-reputation.

The objectives pursued in this work are nothing other than identified:

The place occupied by public relations on the web in the communication strategy within the company (Mediterranean Float Glass) MFG;

Have an idea of the role of public relations 2.0;

Know how the MFG Company adapts public relations 2.0 in the construction of its digital image;

Know the importance given to the adaptation of public relations 2.0 within the Algerian companies and in particular the MFG Company.

To carry out research, the researcher must use a well-determined and precise method that is appropriate to the subject treated, and the method is defined by Maurice Angers as: “a more specific and more concrete meaning to the technical term. The survey method can be associated with different data collection techniques such as the technique questionnaire or survey, statistical analysis or even observation1” (Maurice, 2014, p40). And to respond to the research problem, and confirm or invalidate the hypotheses, we have chosen the quantitative method as a methodological approach that we find adequate for our research subject, this method will allow us to discover the phenomenon of study. The quantitative method “is a research method that uses quantification, that is, counts or measurements” (GUY, 2010,p 9). It aims to quantify and measure the data collected during our survey, based more specifically on obtaining answers to the questions in the questionnaire.

Each research requires a technique which must be adequate and well chosen for the collection of information in the field, and the

techniques are defined as "procedures and instruments of investigation used methodically, are the means which make it possible to collect data in reality" (Angers, 2014, p66).

All scientific research must be operative and rigorous which is likely to be applied in reality and to carry out our research we have opted for the use of questionnaires, because this technique is much more suitable than the interview.

In our research, we chose the questionnaire which "mainly aims to collect standardized information allowing quantitative analyzes to be carried out " (AU HERUE, 2002, p15), and according to Giroux Sylvain and Tremblay Ginette "the questionnaire is a data collection technique which consists of the researcher asking the same series of questions in the same way to all the participants in a research when carrying out a survey or experiment" (GIROUX & TREMBLAY, 2009, p70).

The purpose of the questionnaire is to collect information from a specific population, to affect all the variables introduced at the level of the hypotheses and to directly establish the relationships between the variables. It allowed us to collect the necessary information that is related to the objective of the study the role of public relations 2.0 in the construction of the digital image of the company Mediterranean Float Glass MFG.

Our questionnaire includes (20) Questions, divided into (04) axes:

- The first axis reserved for the personal data of the respondents;

- The second axis concerns the integration of public relations within the company Mediterranean Float Glass MFG;
- The third axis devoted to the place of public relations 2.0 within the MFG company;
- 4. The fourth axis relating to public relations 2.0 and the image of the MFG Company.

Once the method and the technique used are determined, we proceeded to the choice of the survey population, which is an important step because it requires precision in the choice so that it is more representative. The population according to Maurice Angers: “is a set of elements having one or more characteristics in common which distinguish them from other elements and on which the investigation relates” . The study population is the criterion that brings together a member or a set of individuals of the same character, and our study population is made up of all the employees of the Mediterranean Float Glass (MFG) company, i.e. 1174 employees which includes executives, supervisors, and executing agents (Angers, 2014, 226).

Sampling consists of a set of operations with a view to constructing a representative sample of the target population, “Sampling is a set of operations allowing the selection of a subset of a population with a view to forming a sample” (Angers, 2014, p229)

In our study we opted for non-probability sampling which is adequate for the characteristics of the study population, "Non-probability sampling is a type of sampling or the probability that an element of a population is chosen to be part of the sample is not

known and which does not make it possible to estimate the degree of representativeness of the sample thus constituted”(Angers, 2014, p229).

In our case, we had recourse to quota sampling which is defined by Maurice Angers as "taking a sample from the research population

by selecting elements categorized according to their proportion in this population", to follow this quota rule, we are free to choose who we want in the target population, we have chosen in each category a representative sample in relation to the parent population.

The sample is a fundamental step in research, it designates a set of elements chosen by what they are of the same nature, it is to select a subset of a population in order to construct a sample, which “is an element of a given population” (Angers, 2014, p229). Our sample consists of 120 representative socio-professional elements in relation to each category of the study population.

## **2. Public relations and web 2.0**

### **2.1 General information on public relations**

An interesting Anglo-Saxon definition is that given by the British Chartered Institute of Public Relations (CIPR): “Public relations are about reputation, the result of what we do, what we say and what others say about us. PR is the discipline that deals with reputation, with the objective of gaining understanding and support and influencing opinion and behaviour. They are the planned and ongoing effort to establish and maintain goodwill and mutual

understanding between an organization and its audiences. (CATELLANI & SAUVAJOL- RIALLAND, 2015, pp16-17).

American public relations society of America (PRSA) defined public relations as follows: “Public relations help the complex and pluralistic society to make decisions and operate effectively by contributing to mutual understanding between groups and institutions” (DUMAS, 2010, p10).

And according to the Canadian Public Relations Society (CPRS) in the Accreditation Manual “public relations is a process that essentially aims to influence the opinions, attitudes and behaviours of an audience within a framework of managing public relations between a organization and its environment. Public relations make it possible to create and maintain a bond of trust with internal and external audiences, and thus help the organization achieve its mission and its objectives”. (SAUVE, 2010, p24).

- The technological means of public relations are:
- The intranet: is a private network in the company which contains the same techniques and the interfaces of the Internet, used by the employees inside the company, this means of communication provides instant information from the organization (new contracts, recruitment information, product launches, etc);
- Electronic mail or e-mail: This means of communication is for sending documents, graphics, personnel information, and also to participate in electronic groups between members of the company;

- Videoconferencing: allows a meeting to be grouped between several geographically distant people, taking over from each other with a telecommunications system (a camera and a loudspeaker), and the different meeting members see each other and dialogue if as if they are in the same meeting room this tool makes it possible to delimit the movement of executives. (PAULO KAMBA, 2016, p26-27).

## **2.2 Web 2.0 between definition and application**

"Web 2.0 is a name that includes the codes used in computer programming to identify the different version levels of a code or software, suggesting a new version of the Internet, a second version that would succeed a first version" (ALBERT, MONOMAKHOFF, & HASNAOUI, 2013, p 03).

Tim O'Reilly defines web 2.0 "as the design of systems that take advantage of the effects of social networks to get the best out of those who use them, or to put it more simply, to take advantage of "collective intelligence". (ANDRA, GHARBI, & GIZARD, 2008, p6).

It is difficult to count all the tools and applications of web 2.0 thanks to the proliferation and diversification of new technologies and software, it is important of the most used and well-known sites on the web, in this case the tools and applications of web 2.0 are as follows:

Publishing and collaboration application or collaborative system allows communication between employees of an organization and work on projects professionals using different software and applications such as blogs and wikis. One of the major successes of web 2.0 is that of blogs, personal publication spaces that are easy to

use thanks to a simplified interface. The first blogs are appeared at the end of the 1990s in the United States and around 2000 in France. It was then a list of commented links intended to identify and publicize the web pages judged interesting by the author. Since then, the genre has conquered new media by taking advantage of the multimedia function of the web: images through photoblogs, videos with videoblogs, sound with podcats (ipod casting) and increasingly mobile phones or a PDA with moblogs (mobile + blog). The term blog comes from the contraction of the terms “web” and “log” (roughly “notepad on the web”). Another well-known technology is that of the wiki, in particular thanks to the success of the interactive encyclopedia Wikipedia. Coming from a Hawaiian word, "wiki-wiki" meaning "fast, fast", the Wiki Wiki Web (in reference to the three www of the World Wide Web, the most used form of the Internet) was created in 1996 in the United States United by software developer Ward Cunningham. It's about a dynamic website whose particularity is that it can be updated by any of its visitors. A special, easily assimilated syntax makes it possible to format the information on the pages most often in a quasi-anonymous way. The wiki therefore allows not only to communicate and disseminate information quickly, but to structure this information to allow it to be easily navigated. (CHAIMBAULT, 2017, p09).

File sharing app: web 2.0 is still very successful through applications and file sharing platforms (texts, slides, audio, videos, photos, etc.). It's not so much anymore collaboration as in wikipedia where individuals work together, but rather collective, from sites and personal files, which has also been called “Me Media”. This is one of

the key concepts of web 2.0, namely that it is the user himself who not only gives and creates content but also indexes and qualifies it. So to store and share your photos can you use Flickr, Zoto or Bubbleshare, to manage your videos, will you turn to YouTube, Metacafe or Daily Motion for your music will you use MySpace or Odeo, Bebo wants to be Its own equivalent to MySpace but more specifically intended for school, college and high school audiences, Jamendo offers freely downloadable music, with the authorization of the artists. (CHAIMBAULT, 2017, p10.)

Online office automation: Sharing is also effective for files that previously seemed to be restricted to his only personal station, allows to keep, report, tag, and share the favorite web pages. It accepts slideshows in Powerpoint and Open Office format and then transforms them into Flash. After uploading the file, you can receive comments on each of the slides posted. More broadly, all office automation is becoming accessible online. This is particularly the case with Thinkfree, an application that offers a complete online office suite (text editor, spreadsheet, and slideshows) available for windows, macOS and Linux. To the point that Google has positioned itself on the market, buying software and offering its own office suite: Google docs and Spreadsheet, thus offering word processing software and a spreadsheet. It also announces the upcoming release of Google Presently, software for creating and displaying presentations multimedia.

Finally, it is possible to use an online calendar as offered by Google Calendar or CalendarHub29, thus exporting your agenda or

even carrying out and preparing your projects by through a software: BaseCamp according to which the defects of the projects are not so much the lack of graphics as communication. This is also the case with ProjectPlace, which is intended to be the place allowing several collaborators to work on a single project (CHAIMBAULT, 2017, p10).

### **3. Digital image or E-reputation**

#### **3.1 Definition and benefit**

"E-reputation is the image that Internet users have of a company, a person or a brand from the traces you leave but also from the traces left by the others about you". (CHANLON, S.D ,p07).

E-reputation refers to all the information that can be found about a person or a company on the Internet, whether via search engines, sites, blogs, social networks, forums, instant messaging or by simple e-mail. This digital reputation is built individually and voluntarily, via information that we decide to publish online, but also indirectly, by what can be published by others on us". (GERBER, 2013, p04).

Why the e-reputation of a company?

- It's a way to keep watch: Managing and monitoring your reputation on the Internet allows you to keep abreast of what is being said about you and your business. Failing to read negative or defamatory comments, this monitoring strategy will at least have the merit of allowing you to know if people are talking about you. And you can monitor your reputation, but also that of others. So it's a way to monitor what is being

said about your customers, your suppliers or potential partners. This is a good way to avoid unpaid bills or futile partnerships;

- It's fashionable: Posting comments, giving your impressions of a person or a product are the major current trends on the Internet. In 2010 more than 1.5 million companies had created their page on Facebook and 46% of social media users use them to express themselves positively about a brand. Consumer sites have a much stronger impact than any advertising: 91% of buyers say that consumer reviews encourage online shopping and 21% of Internet users decide to buy a product after reading a blog. At the same time and still in this fashion effect, more and more companies are putting the leader at the heart of the company's strategy;
- The challenges to be met: There are many media on the web today. At the base "populated" with Showcase sites, the Web today hosts blogs, forums, social networks, platforms communities ... Which are all sources to monitor! And the proliferation of media considerably increases the spread of information, and that's not counting all the tools that are available to us today to "share" our readings (CHANLON, S.D, pp10-11).

### **3.2 Monitor your e-reputation**

- A. Define your monitoring scope: here arises the question of the keywords to monitor. Do I want to trace all the information that talks about me? In this case, the keywords will be my name and the name of my Company. Or I also want to be kept

informed of the news of my competitors, my partners, suppliers,... I can quickly find myself with a long list of names and business names;

- B. Select the appropriate tools: Today there are a multitude of tools used to monitor online reputation, including monitoring tools, specialized engines or paid solutions. Monitoring is the monitoring of data on the Internet. You can monitor your competitors (competitive watch), its sector of activity (strategic watch), the innovations of a sector (technology watch). Google Alerts is undoubtedly one of the best monitoring tools for managing e-reputation and has the undeniable advantage of ease of use. Just fill in the keywords to monitor and determine what types of sources want to monitor, the default setting "All" to be sure not to miss anything. If not we choose among: News, Blogs, In real time, Discussions, Videos. RSS feeds are a better way to monitor e-reputation. (CHANLON, S.D, p12).

#### **4. Conclusion**

According to the field study carried out within the company Mediterranean Float Glass MFG and according to the results obtained and the stage of the analysis and the interpretation of the data, we proceed to the verification of our hypotheses emitted at the start of research.

First hypothesis: The company Mediterranean Float Glass MFG begins to consider the integration of public relations in its communication strategy. Through the questionnaire that we distributed,

we found that the industrial company Mediterranean Float Glass MFG integrates public relations into its communication strategy, and this is justified firstly by the employees of the latter with regard to the existence of public relations in the MFG company in table N° 04 of which 93.33% of them say that there is an integration of public relations within MFG and these employees have argued their answers in table N° 05 specifying the most used means of public relations in their company, which is events with a rate of 56.67%, then table No. 06 which illustrates the importance of using public relations in the company MFG with a percentage of 56.67%. From this we understood that the place of public relations is very important in the communication strategy of the Mediterranean Float Glass company. For this purpose we deduce that the company Mediterranean Float Glass considers the practice of public relations as a communication strategy. Based on this analysis, our first research hypothesis is confirmed.

Second hypothesis: public relations 2.0 are an essential tool in the corporate communication of the MFG company. Algerian companies are beginning to draw inspiration from public relations 2.0 tools to develop and promote their communication, this is the case of the company Mediterranean Float Glass MFG. Communication is an instrument for involving employees in their jobs and for sharing a language, a culture, a set of values in order to develop a good image of the company.

According to the results obtained, the majority of employees confirm the use and integration of public relations 2.0 in their

company in Table N° 10 which represents a rate of 68.33% for the answer yes vis-à-vis the integration of public relations 2.0 within their company, and among the most used public relations 2.0 tools we have listed the websites and networks social with a percentage of 34.16% in the table N°11 which allowed employees to communicate better within the Mediterranean Float Glass MFG company, and they preferred these tools because they are the easiest and the most efficient and credible, and that of course helps in the development of their digital image. Thus, 41.67% of respondents confirm that the objective of public relations 2.0 in the company is to have a good E-reputation, table N° 14 or 73.33% of workers declare that there is an influence of the integration of public relations 2.0 on the corporate communication of the company Mediterranean Float Glass MFG. We note from these results and the confirmations of the employees that the relationship public 2.0 is an essential tool in the corporate communication of the MFG company.

According to our field study and according to the results obtained within the MFG company, it turns out that our second hypothesis is confirmed.

Third hypothesis: The Mediterranean Float Glass MFG company uses the tools of public relations 2.0 to develop its E-reputation. According to the results of the analyzed tables, 46.67% of employees (question 17) feel that a good E-reputation is to have good communication internally and externally, the thing that gives a perfection of work within the company Mediterranean Float Glass.

The results show that 71.67% (question N° 19) of respondents say that the integration of public relations 2.0 within MFG has an important influence on communication either internally or externally, which comes back positively on the Mediterranean Float Glass MFG company digital image. Some of the interviewees confirm that the integration of public relations 2.0 within of their company gave a good E-reputation on the electronic market of the latter in question N° 20 with 33.33%.

To this end, we found that the company in the study is adopting the tools of public relations 2.0 in the construction and development of its digital image. In the light of these results, we confirm our last hypothesis.

In Algeria, the integration of public relations 2.0 in companies is being developed, especially with the launch of the E-Algeria project in 2013, to develop the public relations practices. Through this subject, we have tried to show and discover the role of relationships public 2.0 in the construction of the image of the Algerian company Mediterranean Florat Glass MFG.

During our field study and during the survey period at the company MFG we found that public relations 2.0 plays an important role in the construction of the digital image of Mediterranean Florat Glass. We noted that the integration of web 2.0 tools helps to facilitate and digitize access to information, also to have an interactive public and always online and offering it the chance to sit down around the same table to offer their opinion and suggestions. Indeed we have also confirmed that RP 2.0 helps the MFG company to have a good E-

reputation in order to create relationships of trust with its internal or external audiences.

Finally, we can say that the adaptation of public relations 2.0 by the company Mediterranean Float Glass MFG, is under development, but this always remains relative.

Finally, I recommend that the Algerian company invests more in Public Relations 2.0 with all its technological dimensions, as it allows to create and maintain a link with internal and external audiences, and thus help the organization to achieve its mission and objectives.

that they can create and maintain a bond of trust with internal and external audiences, and thus help the organization to achieve its mission and objectives.

To bridge the gap between theoretical knowledge on Web 2.0 and its applications within organizations, for the proper use of information and communication technologies.

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## 6. Appendices

The questions :

Axis I : Personal data:

Q1: What is your gender:

- Women.
- Man.

Q2: How old are you?

- 20 to 40 years old.
- 40 to 60 years old.

Q3: To which socio-professional category do you belong?

- Framework.
- Supervisory agent.
- Executing agent.

Axis II : The integration of public relations within the company  
Mediterranean Float Glass MFG:

Q4: Do you use public relations within your MFG business?

- Yes.
- No.

Q5: What public relations tool do you use in your MFG business?

- Events.
- Sponsorship.
- Press relations.

Other tools mentioned on.....

Q6: What is the place of public relations within your MFG company?

- Very important.
- Significant.
- Not significant.
- Not significant.

Q7: For what reasons do you use public relations?

- Have a good reputation.
- Strengthen relationships of trust within the company.
- Have a good positioning in the market.
- Creates a good image for the company.

Q8: How do you consider the integration of public relations within your MFG Company?

- Positive.
- Negative.
- It is not important.

Q9: What is the importance of multiplying the means or tools of public relations in the within your MFG company?

- Very important.
- Significant.
- Less important.
- Doesn't matter.

For what ?.....

Axis III: The place of public relations 2.0 within the company  
Mediterranean Float Glass MFG:

Q10: Does your company have PR 2.0?

- Yes.
- No.

Q11: What web 2.0 tool do you use in your MFG business?

- Social networks.
- Blogging.
- Wikis.

Other tools mentioned.....

Q12: To what degree are you using PR 2.0 in your MFG business?

- High.
- Medium.
- Weak.

Q13: For what purpose do you use RP 2.0 within your MFG company?

- Interaction with the public.
- Facilitates online shopping access.
- Have a good e-reputation.

Others cited .....

Q14: Does the arrival of PR 2.0 influence the corporate communication of your company MFG?

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Yes.

No.

If yes, how ?.....

Axis IV: Public relations 2.0 and corporate image Mediterranean Float Glass MFG.

Q15: Between traditional public relations and PR on web 2.0, what is the means the most effective in improving the image of your MFG company?

Traditional PR.

PR 2.0.

Q16: What do you think of the digital image of your MFG business?

A good reputation.

Like all other businesses.

Not known in the market.

Q17: A good e-reputation of the company for you is:

Have a good positioning on the market.

Have a spontaneous image.

Have notoriety.

Good internal and external communication.

Q18: How would you rate the power of your company's digital image on the web 2.0?

High.

Medium.

Weak.

Q19: Does the digital image of MFG influence the internal and external communication of the company?

Yes.

No.

If yes, how .....

Q20: What are the modifications of the adoption of RP 2.0 in the construction of the image digital your business MFG?

Improve relationships with staff and customers.

Giving a unique personality to MFG.

A good e-reputation on the electronic market.