The Modeling of Governance of of Internal Messaging Social Networks
(Case Study: Mashhad City)

Tanya Nikokhesal[1]
Hamid Erfanian Khanzad[2]
Masoud Ahmadi[3]

Abstract

The Governance provides networks of new spaces of government by eliminating the traditional dichotomies of government and society, which are made possible through the mobilization of knowledge, the resources of responsible citizens, civil society institutions, public organizations and private companies. purpose of this study is to model the governance of internal social networks, a combined research method based on exploratory mixed research (qualitative-quantitative). The statistical population in the qualitative part of academic experts and information technology managers of executive organizations and in the quantitative part, managers and information technology experts of selected executive organizations in Mashhad in the summer of 1399 were about 25 executive organizations with an approximate number of 1250 people. In the qualitative part, using the snowball method to achieve theoretical saturation, in-depth interviews were conducted with 12 experts, and in the quantitative part, to measure the model, a 68-item researcher-made questionnaire using stratified random sampling method among 294 Samples were distributed. The validity of the questionnaire was confirmed by face and content method and its reliability was confirmed by Cronbach's alpha method by 0.84. Qualitative data were analyzed using grounded theory technique in MAXqda2018 software and quantitative data were analyzed using structural equations (exploratory and confirmatory factor analysis) with SPSS and AMOS software. The results of the qualitative part indicate that the governance model of internal social networks has 9 dimensions: causal conditions (effective communication), contextual conditions (contextual factors), intervention conditions (government policies and social progress), strategy (security). And trust and strategic policies (and consequences) (family, quality of communication, and political destiny). The results of the quantitative section showed that all dimensions of the research paradigm model were confirmed.

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1. Ph.D student in Governmental Management, Islamic Azad university, Sari Branch
nikokhesal;tanya@gmail.com
2. Assitant professor, Governmental Management, Islamic Azad university, Mashhad Branch,
Corresponding Author; hamiderfanian@mshdiau.ac.ir
3. Assitant professor, Governmental Management, Islamic Azad university, Sari Branch;
m.ahmadi4502@gmail.com