Digital Interactivity And Its Function In Using Social Media To Promote Public Services: An Analysis Of The Iraqi Parliamen On Facebook Page

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Abstract
The purpose of this study is to determine how the Iraqi Parliament's Facebook page handles the subject of services that are offered or intended to be offered and that have a direct bearing on the lives of its constituents. Additionally, it aims to comprehend the degree of engagement with these subjects and the manner in which they are critically engaged, whether in favour of or against, as well as the effect that this has on the calibre of services. The study came to the conclusion that the nature of contact between Iraqi Parliament members and the public has drastically changed due to technology improvements, with conventional techniques giving way to digital ones. If Facebook is handled methodically, it can be a useful tool for improving services by increasing transparency and accelerating interactive engagement.
Keywords: *Interactivity, Iraqi Parliament, Services*

INTRODUCTION

Social media are vital platforms for communication between government institutions and the public, contributing to enhanced transparency and community engagement. The Iraqi Council of Representatives website is among these institutions seeking to activate dialogue with citizens, particularly regarding essential service issues of concern to the public.This research aims to analyzeThe level of interactivity on the official Facebook page of the Iraqi Council of Representatives and its responsiveness to service topics such as electricity, water, health, and education. It also seeks to assess the nature of posts and comments between the page and its followers.

Research problem:

The study's problem revolves around analyzing and evaluating the effectiveness of digital interactivity used on the official Facebook page of the Iraqi Council of Representatives, and the extent to which it contributes to enhancing public services provided to citizens. The problem can be formulated through the following main question::How does digital interactivity on the Iraqi Parliament's Facebook page contribute to enhancing public services provided to citizens.

Importance of the study

The importance of the research lies inEvaluating the role of social media in enhancing parliamentary accountability and providing an evaluative vision of the performance of legislative institutions in using social media platforms, and their effectiveness in enhancing communication with citizens and providing public services.

Research objectives: The importance of the research lies in:
- o Identifying the level of digital interactivity used on the Iraqi Council of Representatives' Facebook page.
- o Monitoring and analyzing the patterns of content published on the page and its relationship to public services.
- o Proposing mechanisms to enhance digital interactivity on the pages of Iraqi state institutions.
- o Measuring the level of citizens' interaction with publications related to public services.

Procedural concepts of the study:-
Digital Interaction: A set of technical methods and tools that enable two-way communication between government institutions and citizens via social media platforms..

public services: The information and procedures provided by the government institution to citizens through its digital platforms to facilitate their transactions and meet their needs..

social media sites: Online platforms that allow users to create, share, and interact with content. This study focuses on Facebook.

Study methodology
The study relies on the descriptive analytical approach to monitor and analyze digital interactivity on the Facebook page of the Iraqi Council of Representatives, while employing the case study method to delve into analyzing the page's content and interactions on it..

Limits of the study
1. **Objective boundaries:** Digital Interactivity on the Iraqi Parliament's Facebook Page and Its Role in Promoting Public Services.
2. **Spatial boundaries**: The official Facebook page of the Iraqi Council of Representatives.
3. **Time limits**Specify the study period, for example: from (January 1, 2024 to June 30, 2024)

THEORETICAL FRAMEWORK
1. The concept of interactivity in digital media
Interactivity refers to the degree of dialogue exchange between the organization and the recipient, and is measured by the number of interactions (likes, comments, shares) and the level of official response.

The technological revolution has not only changed the features of life, but has also transformed it into an open space of vital interaction. There is no field that has not been immersed in the current of development, emergingCommunication is of paramount importance—as the bridge that connects all these fields and multiplies their impact. Media—visual, audio, and print—have leapt to unprecedented heights, thanks to the speed and ease of its spread. This has created a vibrant societal dialogue and a wave of spontaneous interaction, making traditional media seem like whispers in a screaming world. "Interactivity has become a hallmark of modern communication technology, contributing to the provision of numerous important interactive services in the field of media and communication." (abdulstar, 2023, p. 49).

Interaction can be defined as:The level of exchange and response between two parties to a communication—whether individuals or institutions—through a specific communication medium, and the accompanying exchange of messages and synchronization of responses. For example, when citizens express their opinions about a service or comment on information provided by a particular institution, the institution's response varies according to the possible levels of interaction, such as providing direct answers or sharing explanatory texts and links. In addition to political engagement with events, the importance of modern media is highlighted, as "the media, in general, is one of the most effective sources of political education in modern society." (Alamri, 2013, p. 68).

This reaction results in a chain ofEmotional and behavioral effects, such as feelings of satisfaction or a change in attitude, ultimately translate into practical decisions or broader participation. Thus, interaction becomes a pivotal factor in shaping the dynamics and outcomes of communication. (n.date, luran))

to get to knowThe Interactive Encyclopedia Britannica, by focusing on the advanced technological aspect, describes it as: "A computer-based electronic system that allows the user complete control over the integration and processing of multiple types of digital media" (Al-Sayed, 2022, p. 2050).

It includes visuals (video clips, animation, and computer graphics), texts, and audio files across advanced digital platforms. This advanced technical definition frames interactivity as a comprehensive technological system that goes beyond the simple communication aspect.To the horizons of artificial intelligence and the Internet of Things in the era of digital transformation.

The linguistic concept of interactivity is based on a precise derivational system in Arabic, which branches from the trilateral root, which carries within it connotations of movement and achievement. In this context, the term"Reactivity" (industrial source): combines activity and reactivity.

Interactivity: a complex concept that is difficult to limit to a single definition.

Researchers face a fundamental challenge in trying to develop a unified definition of interactivity, as these concepts remain:

The problem of definition It is characterized by conceptual flexibility that resists restriction. Its manifestations vary according to the different specializations (communicational, technical, social), and it develops dynamically with the advancement of digital technologies.

The best methodology for dealing with the concept Adopting a multidimensional approach as an analytical framework, and studying interactivity as a phenomenon: technical (characteristics of digital platforms), communicative (pattern of message exchange), sociological (its impact on social relations), and psychological (user responses).

There is a definitional complexity associated with the overlap of influencing factors (technical, human, institutional).

The Historical Roots of Interactivity: From Schramm to the Digital Age

Historical tracing confirms that the concept of interactivity - despite the development of its connotations - is not innovative in the digital age, as its theoretical beginnings can be traced back to the middle of the twentieth century with the communication scientist Wilbur Schramm."(Wilbur Schramm) who established a fundamental concept in 1954 through Schramm's early conceptual framework, where the duality of roles broke the barrier between the traditional sender and receiver and the shared experience by requiring the existence of a common cognitive and emotional ground alongside the exchange process and transforming communication from a unilateral transfer to an interactive exchange.

In addition to the semantic development of the concept Interactivity as a communication condition (Schramm's circular model), interactivity as a technological property (computer systems), and interactivity as a comprehensive digital phenomenon (Web 2.0 platforms)

Table showing the comparison between the historical and contemporary concept

side	1954 concept	Contemporary concept
Axis	communication process	Technical specifications
Improving user experience	Understanding the effectiveness of the message	the goal
advanced digital systems	Communication theories	Tools
Smart platforms	traditional media	Application

The scientific significance of this development is the continuity of the concept despite the transformation of its content and its flexibility in absorbing technological developments.

Dimensions of technical and communication interactivity:
1. **Technical dimension**Technological devices and software remain a pivotal factor in enabling interactivity, providing the potential for instant, interactive dialogue between users or between devices themselves.
2. **Functional dimension**Interactivity is a characteristic of media that gives the user the ability to influence the form or content of the content.

Academic definitions of interactivity:
➢ **Aisha Al-Ajjal** It is defined as patterns of online communication, whether it is via instant chat, email, or direct commentary on content published on various digital platforms.
➢ **Nasreddine Laayadi** He borrows Quinn's definition, which depicts interactivity as an innovative concept that changes the nature of the relationship between television and the viewer, transforming the latter from a passive recipient to an active participant in programming. He asserts that this concept has expanded to encompass all media practices due to its widespread use and has become associated with all forms of engagement the audience displays with media messages.

Qualitative transformation in the communication process:
Interactivity is no longer just a technical feature, it has becomeA new communication paradigm that reshapes:
- The role of the recipient from consumer to co-producer
- The nature of the content changes from linear to dynamic.
- The relationship between the communicating parties from unilateral to reciprocal

The effects of interactivity on the media system:
1. Deconstructing the traditional hierarchy (sender/receiver)
2. Enabling users to participate in content production
3. Creating new forms of interactive storytelling
4. Redefining the concept of media audience

Interactivity is defined in sociology as a sociological approach to social psychology, due to its interest in action, reaction, or response to that action between two individuals or between groups. It is more concerned with social norms and roles than with explanations of human behavior based on stimulus response. The receiver on the Internet is no longer just a receiver, but rather a sender at the same time, which raises and enhances the level of interaction. Interactivity may be between senders and receivers, between the message and its readers, and between humans and machines. Therefore, a distinction must be made between interactivity in personal communication, represented by feedback, and interactivity as a modern concept linked to modern communication technology, clearly represented by communication via the Internet in the form of electronic journalism.Hynn Ban defined it as "an aspect of integration in the communication process, where communication turns into an integrated circular process in which the sender and receiver exchange roles and the parties to the communication process become equal participants instead of being senders or receivers." (Hynn Ban, 1999, p. 14)

After reviewing a large number of definitions, Al-Haqil concludes that interactivity is "a reciprocal communication process in which two or more parties (receiver and sender) participate (Al-Haqil, 2011, p. 5) around a shared discourse, and they control its timing and content to an independent and equal degree."Through the set of previous definitions, the researcher concluded the following operational definition: "Interactivity means the user's ability to deal with the communication medium and his effective participation in it by exchanging roles between being a sender and a receiver, controlling the content of the message and dominating its content, because interactivity represents a variable media factor according to the communication technology and the medium, and his ability to participate effectively in the communication

process and to exchange roles between sender and receiver and control and domination of the content of the message, because interactivity represents a variable media factor depending on the communication technology."

<u>Interactive and Facebook</u>
Facebook is one of the most popular social media platforms that has shaped a global digital community, where users interact by sharing photos, videos, messages, and other content. The site began as a humble idea in Mark Zuckerberg's dorm room, a college student who challenged the slow bureaucracy at his university, saying,"It's ridiculous that it took the university two years to complete this project, when I could do it better in one week!" From that simple beginning, Facebook has become a global phenomenon that has changed the concept   of   digital   communication.
Facebook has been able to outperform other platforms thanks to what it provides.Unprecedented interactivity, abandoning the traditional model of professional editors and instead relying on user-generated content through free discussions and open participation. This flexibility has made the platform more in tune with audience needs, enhancing its interactivity and maintaining its leadership among competitors.
Reasons for the widespread use of Facebook (according to academic studies): Studies such as the research have confirmed that:Stan Shiu, Mihai, and Alesiai say that Facebook is very popular, especially in the educational field, due to its unique features, including:
  ➢ Breaking the barriers of time and spaceAn open and continuous communication environment.
  ➢ Ease of access: A free and simple application available on almost all smartphones.
  ➢ Promote positive participation:Motivates students to actively interact.
  ➢ Age inclusivenessSuitable for all ages, from students to adults.
  ➢ Education Communication Bridge:It facilitates collaboration between students, teachers, and parents. (Abdul Hussein, 2022)
Interactivity refers to the degree of dialogue exchange between the organization and the recipient, and is measured by the number of interactions (likes, comments, shares) and the level of official response.Interactivity is also a vital element in the success of any media platform, especially in government institutions seeking to promote transparency. By improving engagement strategies, the Iraqi Council of Representatives can enhance public trust and achieve effective participation.
The term interactivity is not a recent concept, despite its different uses and developments. It was used by Wilbur Schramm* in 1954 when he referred to the shared experience between the sender and the receiver and made them essential to the interactivity of communication (Al-Labban, Sharif, 2005, p. 80).
There are many attempts to define interactivity, including the definitions of McMillan and Huang, which classified the definitions into four categories:
1. Definitions related to the interaction process.
2. Characteristics of the reaction process
3. Her reception and public view of her.
The emergence of the Internet has changed the definitions of interactivity, increasing the capacity for interaction and the ability to participate more quickly and with greater freedom, thus surpassing the previous definitions.Accordingly, Rogers (1995) defined interactivity as the extent to which participants in the communication process can exchange roles, control, and govern their shared discourse. Pavlik defined it as two-way communication between sender and receiver, or multidirectional communication (such as interactivity). Interactivity represents a fundamental shift in the communication process, as it seeks to liberate the message receiver from the role of passive receiver and transform them into an active party in the communication process. It has thus transcended traditional forms of media (visual, audio, and print), as

diversity in use has become evidence of the receiver's actual participation in the message, regardless of whether or not an echo occurs.

Facebook is defined in the Dictionary of Media and Communication as a social networking site founded in 2004 that allows publishing private pages.Profile was initially created to serve university students, faculty, and staff, but it has expanded to include everyone (Nariman, 2012, p. 64). In addition to being considered a social forum, Facebook has become an easy-to-use technological platform where anyone can do whatever they want in terms of publishing, communicating, and interacting (Sadiq, Abbas Mustafa, 2008, p. 33).

Facebook elements and features:

Facebook possesses many elements that make it one of the most popular social networking sites. It is unique and capable of attracting millions, perhaps billions, of users around the world, after its features have continuously evolved to meet the needs of its users.

Based on the fact that Facebook is a virtual community, there must be components to this community, which are:It comes:

1. The ability to sustain this community for a long period of time.
2. The ability to update information and renew itself through the succession of societies emerging from it (Ladwani, 2020, p. 33).
3. Organize joint activities between members of this community.

The set of behavioral rules based on the social norms established within the site are binding on its members, starting from "simple actions in daily life, ending with complex moral judgments that increase the unity and cohesion of society through its acceptance by members."

A page can be created for a specific topic, and its domain name ends with Facebook. It allows for the promotion of the idea, product, party, or newspaper, as well as providing tools for promoting the page (Al-Muqaddadi, Khaled, 2017, pp. 35-36).The researcher concluded that the space occupied by Facebook, with followers and users exceeding half the number of followers of all social networks, provides a space for significant influence if used to communicate with the public and discuss their needs and requirements, in addition to providing the ability to conduct advertising campaigns, whether for brands or to promote elections in all their forms, in addition to its social impact.The advent of the Internet in the fields of communications and information has revolutionized traditional media, as electronic journalism, one of the most important products of the Internet, has seized the lead from traditional journalism. (ali, 2021, p. 65)

Administrative, organizational and communication tasks in various institutions have witnessed a radical change after the steady technological development, which led to an acceleration of knowledge data, especially after the Internet dominated the communication process to a large extent, which led to pivotal and important changes in the work style due to what was imposed by the outputs of the available modern technological, information and communication capabilities. The ease and speed of transferring information and the ease of using communication devices and other communication media capabilities have contributed to being packed with technologies that can overcome all the difficulties of old means from the technical and qualitative aspects, providing electronic services with high value (Farid, Kariman, 2012, p. 79).Facebook has become an additional option for communication between officials and citizens, ahead of traditional means, providing opportunities for multi-level interaction through its official pages. Parliament can display and discuss services, publish official announcements, and listen to public concerns, making the site a flexible and fast contributor to the presentation, ensuring direct interaction through its effective tools such as comments, messages, likes, sharing, and discussing opinions raised directly through chat with the parliamentary institution or member of parliament to secure answers to their inquiries and complaints. This is an effective tool for enhancing transparency, building trust between them, and enhancing citizens' awareness of what is happening within the parliament.The House of Representatives' exploitation of this virtual space (Facebook) provides its

audience with content with ample space to express their opinions and debates, which expands their circle of communication with a large number of this audience because it does not require great effort or abundant money. This electronic space saves a large percentage of effort, time and money, and at the same time creates an interactive space between them and their audience, achieving the production of a media message. The user plays his role in interacting and dialogue within this space, freed from the restrictions that limit his opinion and time, and he becomes a key active player in the communication process and is no longer just a passive user, but rather a producer of the message and its disseminator within spaces that allow others to publish, participate, discuss and express opinions as they see fit (Sanussi, Al-Sheikh, 2019, p. 12).

The service role of the Iraqi Council of Representatives:
The role of the House of Representatives is to represent, legislate and provide services to the public in addition to the electoral activities it provides. This role is large and is not limited to the fact that a member of the House is an employee whose work ends with the end of his officially designated working hours. Rather, it extends to other roles and duties that make him constantly working or present in different places according to the service needs required by the voters. Their work tends to shift to respond to changes that are compatible with the nature of the service, from appointing committees and services for their constituents' areas, to policies and institutional leadership. Here, this activity differs in success and failure, in comprehensiveness and brevity from one member to another. The priorities of a particular member may be advanced while not receiving the same attention for another member.
Services are the most important task that the House of Representatives must undertake in light of the noticeable shortage of services, and it is closely related to the role of the House member in representing the voters. The House is supposed to be a trustee and advocate on their behalf before the executive authority to provide services in a regular and diverse manner. Communication with them should be present through various means, the first of which is Facebook, due to the aforementioned positive features for interaction and informing them of the services they provide, collecting information from them and their reactions to them, and following up on the progress of their implementation in the field and by questioning the employees of the executive authority. The researcher believes that it is necessary for the House of Representatives to follow several methods and means to provide services and interact with citizens through its Facebook site, including:
  ➢ Post news and activities.
  ➢ Surveys and answers to inquiries.
  ➢ Educational content.
  ➢ Live events provide electronic services
Through observation and follow-up of the website, the researcher found that much of what was presented was not included on the official website of the Iraqi Council of Representatives in most of the activities of its committees, which requires the above to ensure interactivity with the public.
The researcher believes that creating an account on social media sites for members of the House of Representatives is supposed to be subject to conditions or directives from the House of Representatives, including what can and cannot be included in websites and electronic accounts, especially if the site bears the official title of its owner (a member of the House of Representatives). The House's guide specifies that members may create profiles, pages, channels, or other similar presence on electronic sites in general and Facebook in particular, and that the member's presentation of certain content must be consistent with the content found on members' websites.
The Iraqi Council of Representatives consists of the following permanent committees, which are formed in accordance with Article 88 of the Council's internal regulations:
First: Legal Committee:
Second: The Finance Committee:

Third: Security and Defense Committee: Article 90
Fifth: Oil, Gas and Natural Resources Committee:
Sixth: Foreign Relations Committee
Seventh: Electricity and Energy Committee:
Eighth: Investment and Development Committee.
Ninth: Strategic Planning and Federal Service Committee:Strategic Planning and Federal Service Committee
Tenth: Health and Environment Committee
Eleventh: Committee of Regions and Governorates Not Organized into a Region:
Twelve: Transport and Communications Committee
Thirteen: Committee of Culture, Tourism, Antiquities and Media
Fourteen: Education Committee
Fifteen: Higher Education Committee
Sixteen: Agriculture Committee
Seventeen: Youth and Sports Committee
Eighteen :Labor Committee and Civil Society Institutions
Nineteen: Committee for Migration, Displacement and Community Reconciliation
Twenty: Martyrs and Victims Committeeand prisoners
Twenty-one: Human Rights Committee
Twenty-two: Endowments and Tribes Committee
Twenty-third: Women, Family and Childhood Committee
Services are the biggest task that a member must undertake in light of the noticeable shortage of services and its close connection to his role in representing the voters before the Council. Thus, he must be a trustee and advocate on their behalf before the government to provide its services regularly and diversified. He must also be present in communicating with them to inform them of the services provided and collect information from them about those government service programs, as it is the duty of members to exercise their supervisory role over the progress of their implementation in the field and through questioning the employees of the executive authority or taking the opinion of the beneficiary of the service and its effectiveness.
The way members of Parliament communicate with their constituents has changed with the development of online social networking services.
Many members now use email, official websites, blogs, YouTube channels, Twitter, Facebook, and other social media platforms to communicate—technologies that have facilitated communication, made it faster and more interactive. The services offered by social networks undoubtedly enhance the ability of council members to fulfill their representative duties by providing them with greater opportunities to exchange information and potentially directly gauge voter preferences. In addition to reducing costs, unlike mailings, social media can allow members to reach large numbers of voters at a fixed cost.

RESULTS:
1.   Interactive multidimensional conceptIt includes technological, communication, social, and psychological aspects, making its precise definition a challenge for researchers.
2.   Interactivity has ancient roots, having appeared in communication literature since the 1950s (e.g., the work of Wilbur Schramm), but it has evolved with technological advances to become a key feature of the digital age..
3.   Facebook has achieved high interactivity.By transforming the user from a passive recipient to an active participant, providing interactive tools (likes, comments, live broadcasts), and breaking the barriers of time and place.

4.   Facebook provides an effective platform for posting activities, responding to inquiries, and providing electronic services..

5.   The absence of unified standards for the use of social media by members of the Iraqi Parliament, which may lead to variations in the quality and content of communication with voters..

6.   Communication with votersBecome more interactive through social media

7.   The diversity of the standing committees (23 committees) reflects the broad scope of the Council's service responsibilities, but it requires more effective communication mechanisms to ensure that citizens' needs are followed up..

CONCLUSIONS:

1.   Lack of a unified definition of interactivityIt reflects its complexity and overlap with multiple fields, which requires multidisciplinary approaches to study it.

2.   Interactivity is a dynamic phenomenon.It is constantly evolving as technology advances, making it a fertile topic for future research.

3.   Technological development has imposed a radical shift in the nature of communication between council members and citizens, from traditional methods to interactive digital means..

4.   Facebook as a service tool can be an effective way to promote transparency and improve services if used systematically and in a structured manner..

5.   The urgent need to establish controls and guidelines for the use of social media by members to ensure quality content and professionalism in communication..

6.   The gap between capabilities and implementation, where technological tools are available but not fully utilized to improve parliamentary services.

Recommendations:

1.   Conduct further studies on the impact of interactivity on human behavior, such as: How does digital interactivity shape political opinions or consumer choices?

2.   Activate Facebook useSystematically by publishing the committees' activities and decisions as they happen.
Establish direct communication channels with citizens and conduct periodic opinion polls.

3.   Training members and staff on:
-       Effective digital communication skills
-       Electronic content management
-       Interaction measurement and data analysis tools

4.   Linking standing committeesOn social media platforms to facilitate:
-       Follow up on citizens' complaints
-       Government Services Quality Assessment
-       Collecting suggestions and feedback

5.   Create a specialized unitIn the Council, she is responsible for:
-       Digital Content Management
-       Follow interactions
-       Data and Indicator Analysis

6.   Periodic evaluation of the effectiveness of digital communication and its impact on:
-       Improving services
-       Citizen satisfaction
-       Efficiency of parliamentary work

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