

EXPLORING THE FACTORS INFLUENCING THE DIFFUSION OF FACEBOOK AS AN INNOVATIVE COMMUNICATION TOOL IN MOROCCO: A STUDY OF USER ADOPTION AND MOTIVATIONS

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ABSTRACT

Despite the growing popularity of social media platforms in Morocco, more was needed to know about the factors influencing the adoption of Facebook as an innovative communication tool in the country. This study aimed to identify why Moroccans adopted the Facebook platform as a primary communication tool and how they used it for their personal and professional communication needs. The diffusion of innovation theory by Rogers (1962) would provide a framework for recognizing the elements that affect the adoption and spread of Facebook as a communication tool in Morocco.

A qualitative study design was used for the purpose of this study, using semi-structured interviews to collect and analyze data from a sample of Facebook platform users in Morocco as well as allowing for an in-depth exploration of the factors influencing the adoption of the Facebook platform and the motivations behind users' adoption and use of the platform. It also explored the factors influencing the diffusion of the Facebook platform as an innovative communication tool in Morocco, specifically focusing on user adoption and motivations. Knowing that Facebook platform has gained popularity rapidly over the past decade in Morocco, becoming the most popular social networking site in the society.

The study was expected to discover that convenience, socialization, and cultural values play a significant role in the diffusion of the Facebook platform in Morocco. Also, it revealed that Moroccans adopted the Facebook platform for various purposes, including personal and professional networking, socializing, and keeping up with current events. The findings are employed in comprehending the variables in adopting creative messaging devices in Morocco, which has important implications for businesses and organizations utilizing the Facebook platform for communication and marketing so that businesses and organizations could better tailor their communication strategies to meet the targeted audience's needs.

Keywords: Diffusion – Facebook – Innovative Communication – Morocco

Introduction

The Facebook platform has become a ubiquitous communication tool today, connecting people worldwide through its innovative platform (Baruah, 2012). In Morocco, the Facebook platform has rapidly gained popularity over the past decade, becoming the country's most popular social networking site (Chebib & Sohail, 2011). More than 25 million Moroccans used Facebook as of January 2023, making up almost 66% of the nation's whole population (Noubiap et al., 2023). The Facebook platform is an effective communication tool in Morocco due to this high level of adoption, although the causes of this are yet unknown.

Researchers from various disciplines have been interested in the study of the acceptance and diffusion of new technology (Ramiz, 2023). The adoption of new technologies has been extensively studied using Rogers's (1962) theory on the diffusion of innovations. According to the theory, several variables, including the characteristics of the innovation itself, the communication channels used to spread the innovation, the social system in which it is disseminated, and the characteristics of the adopters, all have an impact on how quickly new technologies are adopted (Oliveira & Martins, 2011).

The outcomes of the study would be useful in understanding the factors that influence the adoption of innovative methods of communication in Morocco. For companies and organizations that use Facebook as a communication and marketing tool, this study might also have significant effects.

Businesses and organizations could better adjust their communication strategies to match the needs of their target audience by comprehending the reasons behind Moroccans' adoption and use of the Facebook platform.

Diffusion

Information or ideas circulate within a social system or population through diffusion. This can involve the adoption of new behaviors, the propagation of rumors, the diffusion of knowledge, and the sharing of ideas (Vargo & Akaka

& Wieland, 2020). It is a well-known concept that clarifies how ideas and information circulate within a social organization.

According to this theory, a bell-shaped curve forms when people take up new concepts or behaviors, with innovators and early adopters at the top, followed by laggards, the late majority, and then the early majority (Jungblut & Joswig & Eychmüller, 2019). The properties of the innovation its own, the channels used to convey information, the features of the social system, and the socioeconomic position of the adopters are only a few of the aspects it cites as having an impact on the rate and pattern of diffusion. Additionally, it emphasizes the acceptance of novel products, services, or technologies (Mukherjee & Ryan, 2020).

Diffusion is a framework for comprehending how ideas and information travel within a social organization. It explains the adoption of new products and technology, the spread of rumors, and the dissemination of information and ideas. It also highlights a number of variables that affect the diffusion's rate and pattern (Gruhl et al., 2004).

Facebook

Facebook users can communicate with their friends, family, and acquaintances by exchanging data, information, images, videos, and other types of content. When a group of Harvard University students in 2004, Mark Zuckerberg and others introduced it (Cheung & Chiu & Lee, 2011). Facebook is primarily a social networking site that makes communication between people simpler and share information with one another and with groups. Users can add their name, age, gender, location, education, employment, interests, and relationship status to these profiles. Users can also upload photographs and videos, post status updates, and share links and other information with their social network (Young, 2011).

Facebook's user interface is created to promote engagement and interaction. Users have the option to like, comment on, and share content produced by people in their network, which can promote community and relationships (Chugh & Ruhi, 2018). A number of actual time communication tools are also available on Facebook, including chat and video calling (Wong & Kwan & Leung, 2011).

Facebook has developed into a strong platform for businesses and advertising to reach prospective customers in addition to its social networking features (Curran & Graham & Temple, 2011). The website provides demographically and focused on interests customized marketing alternatives that can help companies more efficiently contact their target market (Iannelli et al., 2020).

Facebook has had a big impact on internet communication and information sharing (Capua, 2012). Among the most extensively utilized social networking sites worldwide, it now has a user base of over 2.9 billion monthly active users (Gouchowski & Popiel, 2023). social media's use in politics, society, privacy problems, the dissemination of false information, and other topics have drawn criticism and debate (Vaidhyathan, 2018).

Due to Facebook's popularity, various independent services and applications have been created and integrated with the network. Games, news apps, and productivity tools are among them (Li & Agarwal, 2017). The Facebook API (Application Programming Interface) enables programmers to produce new services and applications that may communicate with the website, enhancing its usability and usefulness (Bodle, 2011).

Facebook has also come under fire for how it handles user data and privacy issues. The platform has drawn criticism for its data collecting policies and for enabling unauthorized access to user personal information by third-party apps (Trottier & Lyon, 2013). Facebook has responded by introducing a number of privacy controls and tools, such as limiting who may view certain postings and deleting or downloading all of a user's data (Hargittai, 2010). Despite these difficulties, Facebook continues to rank among the most popular and important social media platforms globally. Its influence on interpersonal relationships, communication, and online culture cannot be emphasized. It is expected to have an impact on how users engage with technology and each other going forward (Bode & Vraga, 2018).

Innovative Communication

Innovative communication offers fresh, imaginative strategies to help people or organizations communicate. In order to increase communication efficacy, efficiency, and impact in many situations and contexts, it involves utilizing technology, design, and other tactics (Wani & Ali, 2015). According to the particular objectives and requirements of the communication process, it might take on a variety of shapes (Mandell & Steelman, 2003). Platforms for social media like Facebook, Twitter, Instagram, and LinkedIn are some examples of innovative communication tactics. These platforms have transformed the way users communicate. They make it possible for

swift information distribution, the development of online communities, and the exchange of various viewpoints and ideas (Munar, 2012).

Social media platforms are now an essential part of many businesses' communication strategy because they provide a strong and affordable means to engage with clients, stakeholders, and the general public (Castronovo & Huang, 2012). Zoom, Skype, and Google Mee are three video conferencing tools that have grown in popularity recently, especially in the wake of the COVID-19 outbreak. They enable immediate interaction between people or groups, regardless of their physical locations, and can be used for a range of activities, from remote work and education to socializing with friends and family. They also enable users to create a texture of internet data over the actual interaction experience, making it deeper and exclusive (Pratama et al., 2020).

Additionally, artificial intelligence (AI) technologies are being employed more and more in a variety of contexts to improve communication. Chatbots, for instance, can provide customer service or respond to frequently asked requests. Large volumes of text data, like as posts on social media or customer reviews, can be processed using natural language processing (NLP) tools (Valle-Cruz, 2020).

In general, innovative communication is a dynamic and quickly developing industry that presents a variety of chances for businesses and individuals to communicate in fresh and interesting ways (George & Haas & Pentland, 2014). Humans can improve the effectiveness and impact of interacting efforts and forge deeper and more meaningful connections with people by adopting new technologies and innovative methods (Pruitt & Adlin, 2010). Innovative communication, meanwhile, is a large and diversified field that includes a variety of methods and technology that are continually evolving as new ones and approaches are developed. Organizations and individuals can develop original and successful ways to engage with their audiences and meet their communication objectives by staying current with the most recent trends and experimenting with new methods (Miles et al., 1978).

Morocco

The Atlantic and Mediterranean seas round the country of Morocco in north Africa. The Berber, Arab, and European civilizations have had an impact on its rich history and culture (Zinedine & Maes, 2009). The country is well known for its stunning natural surroundings, which range from the untamed Atlas Mountains to the Sahara Desert. Bustling markets, elaborate mosques, and historical sites may be found in its colorful and vibrant cities (Harris, 1895).

Moroccan food is well known for its flavors and spices, including cumin, cinnamon, and saffron. Dishes like tagine and couscous are enjoyed all over the world (Wolfert, 2012). Morocco is also recognized for its artistry, especially in the areas of leather, textiles, and pottery. Moroccans are kind and the country has a variety of attractions, making it an intriguing place for tourists to visit (Eliany, 2008).

One of the several nations where Facebook is accessible and frequently used as a social networking platform is Morocco. Many Moroccans use Facebook to communicate with loved ones, share news and information, advertise their businesses, and engage in online forums and communities (Veltri & Krasnova & Elgarah, 2011). Additionally, Moroccan journalists and media outlets utilize Facebook to interact with their audiences and share news (Zaid et al., 2011).

Goals and objectives

By concentrating on four primary goals, this study sought to understand the elements that affect Facebook adoption in Morocco thoroughly.

The first goal was to determine the norms, standards, attitudes, and behaviors influencing Facebook usage in Morocco. The study aimed to clarify how the social media platform fits into Moroccans' daily lives by investigating the social and cultural background of Facebook adoption in Morocco. In order to properly use Facebook as a communication medium in the Moroccan setting, it would be essential to grasp this concept.

The second goal was to employ social network analysis to look into social influence and interpersonal communication patterns that motivate Facebook use in Morocco. This study aimed to determine how and why Moroccans use Facebook to connect with others by examining the connections and relationships among Facebook members. Businesses and organizations that wished to comprehend the potential impact and reach of their Facebook marketing activities in Morocco would find this information crucial.

The third goal was to employ thematic analysis to discover the patterns and recurrent topics in Moroccan users' Facebook usage. This study focused on how Facebook serves Moroccans' communication needs by investigating

the reasons and objectives underpinning Facebook use in Morocco. Businesses and organizations that wished to adjust their messaging and content to better resonate with Moroccan Facebook users would find this helpful information.

The fourth goal was to make ideas and recommendations grounded in the study's findings. These details would help Facebook users who wanted to get the most out of the service and marketers and decision-makers who wanted to promote its use in Morocco. The suggestions might centre on tactics for utilizing the platform to further social and economic development in Morocco or enhancing Facebook's user experience, such as by enhancing privacy and security features.

By attaining these goals, this study would further knowledge of the elements that affect the adoption and spread of innovative communication technologies like Facebook in Morocco. Policymakers and other stakeholders that are interested in fostering the digital transformation of Moroccan society would find the conclusions drawn from the current study as they might attempt to interact with Moroccan customers through social media.

Importance of the Study

To understand Facebook adoption in Morocco, this study was significant because it would help to comprehend more fully the elements that contributed to the widespread usage of Facebook as a communication medium in Morocco. Facebook has over 25 million users and is widely used in Moroccan society and culture. This study would be important on the motivations for Facebook's extensive adoption and reveal how Moroccans connect and communicate on social media.

This study has examined the driving forces behind Facebook adoption. The knowledge of the driving forces behind Moroccans' adoption and use of Facebook is crucial for developing effective business and marketing strategies. Businesses and organizations could better fulfill the needs of their target audience by adjusting their communication strategy by learning why Moroccans use Facebook. For instance, businesses and organizations could create communication strategies that prioritize social connection and relationship building if Moroccans use Facebook primarily for social connection.

This study was significant for informing communication strategy for businesses and organizations looking to use Facebook for communication and marketing in Morocco. Businesses and organizations might create efficient communication strategies that meet the requirements of their intended audience by comprehending the reasons behind Moroccans' adoption and use of Facebook. Insights on how businesses and organizations might utilize Facebook to interact with their audience and develop relationships with them are provided in the current study.

Improving intercultural communication, this study was important for improving intercultural communication between Morocco and other nations. This study could offer light on the cultural practices and beliefs that underlie social media use in Morocco by examining the adoption and use of Facebook in Morocco. This comprehension could aid in bridging cultural gaps and promoting greater intercultural understanding.

The current study's significance for expanding the examination of Facebook adoption in Morocco and the diffusion of innovations theory. It would add to the body of information on the adoption and proliferation of novel communication tools in various cultural contexts by conducting a qualitative study on the use of Facebook in Morocco.

In conclusion, this study was critical for advancing our comprehension of Facebook usage and adoption in Morocco. Its results would have significant effects on businesses and groups looking to use Facebook in Morocco for marketing and communication. Additionally, the current study would advance academic inquiry into innovation diffusion and the uptake of innovative communication tools in various cultural contexts.

Problem Statement

Although social media platforms are becoming increasingly popular in Morocco, little is known about the aspects that led to the country's embrace of Facebook as an innovative means of communication. Although there are over 25 million Facebook users in Morocco, more was needed to know why Moroccans use Facebook and how they utilized it for personal and professional contact. This lack of awareness creates a severe challenge for companies and groups looking to use Facebook in Morocco for marketing and communication purposes.

Furthermore, it was crucial to comprehend the reasons for Moroccans' adoption and use of Facebook as social media grows more pervasive and significant in Moroccan culture. This knowledge helped progress academic study

on the diffusion of innovations theory and the adoption of innovative communication tools in various cultural contexts. It could also enable businesses and organizations to comprehend cross-cultural communication better.

Therefore, the issue explored in the current study was to determine the driving forces behind Moroccans' acceptance and usage of Facebook for personal and professional communication needs and investigate the variables impacting Facebook's diffusion as an innovative communication medium in Morocco. By addressing this issue, this study might contribute to academic work on the diffusion of innovations theory and the uptake of innovative communication tools in various cultural contexts. It also hoped to offer insightful information for companies and organizations looking to use Facebook for marketing and communication in Morocco.

Theoretical Basis

The diffusion of innovation explains how new concepts, innovations, and products spread across society (Dearing, 2009) and is the theoretical foundation for the present study. It was found by Rogers (1962). According to this theory, various elements, including the characteristics of the innovation, the communication channels used to promote the innovation, the characteristics of the adopters, and the social context in which the innovation is adopted, affect how quickly innovations are adopted (Lee, 2021). Also, it could offer a helpful framework for comprehending and examining the elements that affect Facebook's uptake as a communication tool in Morocco.

However, the main features of the innovation in adopting Facebook in Morocco were its simplicity of use, capacity for social interaction, and capacity for content sharing (Zygiaris, 2013). Social media marketing, word-of-mouth marketing, and media coverage were the methods of spreading Facebook in Morocco (El Yaagoubi & Machrafi, 2021). Demographics, values, and attitudes toward technology and social media were among the traits of the adopters. Cultural values, social norms, and the socioeconomic environment all contributed to the social framework in which Facebook was used in Morocco (Kalmijn & Kraaykamp, 2018).

The study could use the diffusion of innovation theory framework to determine which user group in Morocco would most likely utilize Facebook as a communication tool and the factors that affect their adoption. Additionally, relative advantage an innovation's perceived relative advantage over current options is a crucial element in determining whether it would be adopted (Black et al., 2007). The benefits of Facebook as a communication tool in Morocco could be compared to other communication channels in the present study. Further, compatibility is the degree to which an invention is regarded as consistent with prospective adopters' values, experiences, and requirements (Wu, 2004).

The complexity of innovation refers to how challenging it is to comprehend and use (Carter & Bélanger, 2005). The present study might look into how quickly Facebook was adopted in Morocco and how this was affected by how simple it is to use. Finally, channels of communication, following Rogers' (1962), interpersonal communication play a significant role in the spread of innovations. The communication channels include television and radio programs, articles in newspapers and magazines, papers delivered at national and international conferences and meetings, and word-of-mouth communication (Işman, 1997). The present study examined how social interaction influenced the growth of Facebook use in Morocco and how it was utilized to educate people about the platform.

The diffusion of innovation theory includes four key elements that collectively describe how new ideas spread, the innovation itself; the channels of communication used for education and outreach; the amount of time required for the adoption of an idea; and the social system being exposed to the innovation (Scott & McGuire, 2017). As the diffusion of innovation theory is used and developed, there are increasing sub-theories and concepts within these four framework components (Hubbard & Sandmann, 2007). An innovative concept, procedure, or product is perceived as new in the diffusion of innovation theory (Robertson, 1967).

Innovations could be anything from a novel technological development to a change in educational guidelines or even new medical procedures (Black & Atkin, 1996). The likelihood and rate of innovation adoption are correlated with specific innovation characteristics. People are more likely to adopt innovations if they believe they have a comparative advantage over the status quo, align with existing values and needs, are not overly complicated, can be tested for a short period before adoption, and have measurable results and outcomes (Aslam et al., 2020).

The possibility of adoption rises when an innovation provides some degree of adaptability, such as the ability for the user to change or customize it to suit their needs (Leonard, 2011). Sharing or disseminating knowledge about innovation is a social and dynamic process (Abbas, 2017.) At various stages of the adoption process, different communication techniques work best. Newspapers, television, radio, and now the Internet are just a few examples of mass media outlets that may quickly and effectively reach a sizable audience of potential users, while the most

efficient way to spread the word about the breakthrough is through the mass media (Deuze, 2004). In contrast, interpersonal communication with two or more people involves communication channels, including outreach at technical assistance centers, business conferences, workshops, and classes (Thomas, 2006).

According to diffusion studies, the best communication routes for encouraging the adoption of the invention are those between close friends or those who are most like the potential adopters regarding things like education levels. Innovators and laggards are different sorts of adapters (Hall, 2004). The early adopters, who follow the lead of innovators and play a crucial role by embracing the invention and promoting spread to peers in their local network, lie between these two extremes. They are frequently seen as system opinion leaders whom people turn to for guidance and facts (Scott & McGuire, 2017). The early majority, who adopt new concepts but are not generally seen as group opinion leaders, will soon come after (Seebauer, 2015).

Finally, the late majority approaches innovation cautiously and skeptically, delaying adoption until most of their peers have done so, and there is strong evidence of the innovation's benefits (Schrage, 2014). The adoption rate is a measure of innovativeness, even though the degree of innovation depends on each individual's adoption decision (Lin, 1998). A social system with members with the same goal as one is where the diffusion of innovation takes place, and the method may comprise individuals, unofficial groups, smaller groups, or professional organizations. The system's social institutions that affect dispersion are frequently formal and informal (Greenhalgh et al., 2004). It has been discovered that some system components behave in predictable ways, and communication structures repeatedly show that most similar members communicate with one another the easiest (Grieves & Vickers, 2017). Early adopters who are also connected to interpersonal networks within the system may act as opinion leaders and significantly encourage the adoption of innovation throughout a social system (Turnbull & Meenaghan, 1980). Change agents frequently use opinion leaders' influence when actively promoting innovation within a system (Thompson & Estabrooks & Degner, 2006).

Since the current study examined the elements that affect Facebook's adoption as an experimental communication medium in Morocco, the diffusion of innovation theory has five essential characteristics which are relative advantage, compatibility, complexity, trialability, and observability, influencing the adoption and diffusion of innovation. Therefore, the study might use one or more of these characteristics to examine the elements that affect the uptake and spread of Facebook in Morocco. The sample in the present study examined how Facebook's relative superiority to other communication technologies in Morocco affects its acceptance or how its suitability for Moroccan social norms and cultural customs affected its spread. The study examined how Moroccan users' trialability and observability of Facebook as a communication tool are impacted by its complexity.

Literature Review

There is multiple previous research that is related to the present study in exploring the factors influencing the diffusion of Facebook as an innovative communication tool in Morocco.

Firstly, Bhatti and Aslam's (2018) research looks at social media adoption in Pakistan, a growing economy. It examines the variables that affect the uptake of social media, such as the functions played by culture, facilities, and government policies. A sense of utility, usability, and social impact are the main forces behind the uptake of social media in developing nations like Pakistan.

The factors influencing social media adoption in Pakistan were investigated using a qualitative study methodology in Bhatti and Aslam's (2018) research. Twenty social media users were interviewed in semi-structured interviews, and information on Facebook, Twitter, LinkedIn, and WhatsApp was analyzed. Its findings demonstrated that various social, cultural, and economic factors impact Pakistan's use of social media. According to its survey, social media is mainly utilized for networking, information exchange, and amusement. It also showed that several obstacles, such as low internet penetration rates, inadequate network infrastructure, and worries about privacy and security, limit the use of social media in Pakistan. In order to effectively encourage the adoption and usage of social media, the study also highlighted the significance of knowing the cultural and social contexts in which it is utilized.

Bhatti and Aslam's (2018) research, which examines related topics in the context of Morocco, another growing economy, is relevant to the current study. Because it offers perspectives on the variables, such as social conventions and governmental regulations, that may affect the adoption of Facebook as a means of communication in Morocco, it may also serve as a foundation for parallels between Pakistan and Morocco regarding using social media as a means of communication, spotlighting the different advantages and disadvantages that people and businesses in both countries experience. It provides valuable information about social media adoption variables in emerging nations.

Secondly, the elements that affect how small and medium-sized businesses (SMEs) adopt and use social media are examined in El Ouiridi, El Ouiridi, and Segers's (2018) research. It specifically addresses the factors that influence and hinder SMEs' adoption and use of social media. In contrast, essential barriers to adoption include a need for more information and resources, privacy concerns, and a lack of confidence in social media. The study's findings suggest that while developing their social media adoption strategies, SMEs should consider the factors that motivate and the obstacles to adoption.

Owners or managers of 21 SMEs in Belgium were interviewed in semi-structured interviews as part of El Ouiridi, El Ouiridi, and Segers's (2018) research's qualitative research methodology. Thematic analysis was used to examine the data. According to its findings, SMEs' adoption of social media is driven by several variables, including perceived utility, usability, competitive pressure, and perceived risk. It also discovered specific barriers to SME adoption of social media, including knowledge and skill gaps, a lack of funding, and worries about data security and privacy. Additionally, it showed that the owner's or managers' traits, such as their inventiveness, openness to change, and risk-taking behavior, impact the adoption of social media in SMEs. Moreover, it offers practical insights into the elements that affect SMEs' use of social media, which is helpful for academics, practitioners, and policymakers interested in the same subject.

The research by El Ouiridi, El Ouiridi, and Segers (2018) is specific to the present study because it spotlights the variables that may affect how widely used Facebook is among Moroccan SMEs as a vehicle for communication. It could be used to identify possible implementation obstacles and inform strategies for marketing for Facebook use in SMEs. Also, it could help discover significant variables that influence acknowledgement so that Facebook usage as a means of communication can be promoted more widely in Morocco. Moreover, it provides helpful details about the elements that encourage or impact SMEs' adoption of social media.

Third, as it gives an empirical representation of social media surveillance in modern-day society, the research by Fuchs and Trottier (2015) looks at how social media, authority, and surveillance are related, and it makes the case that social networking sites are now an essential platform for surveillance in contemporary society.

Fuchs and Trottier's (2015) research comprehensively investigated the current social media monitoring literature and proposed a theoretical model in light of the findings. A critical examination of the body of knowledge on social media surveillance was employed as the methodology. It looked at earlier research on the subject to create a model, including case studies and theoretical frameworks. As a result, a theoretical framework for social media surveillance was created, focusing on four essential components, social media platforms, data, actors, and power. It contends that social media monitoring is a complicated process involving numerous actors with varying degrees of authority and data access. Social media monitoring entails more than data collection and may also be used to exercise authority within groups or individuals.

The research by Fuchs and Trottier (2015) is essential to the current study because it offers an argumentative basis for comprehending Facebook's function to others as a tool to share information in contemporary society. It emphasizes the significance of considering the relationship between power and influence and surveillance systems that support social media platforms like Facebook. These elements may impact why individuals adopt and utilize these structures. Additionally, it could help recognize prospective surveillance and confidentiality issues that may be important to Morocco's willingness to use Facebook and detect possible risks and difficulties connected with using Facebook as a means of communication by looking at the conceptual framework of social media enforcement that could guide measures to encourage secure and accountable usage of the social media platform. It provides a practical, theoretical framework for social media enforcement.

Fourth, as it investigates the effects of user- and marketer-generated content on consumer behaviour in social media brand communities, Goh, Heng, and Lin's (2013) research offers knowledge on how customers may be engaged, and community-based brands can be created on social media sites like Facebook. Moreover, it emphasizes how important it is to comprehend that user-generated content on Facebook might affect user adoption and motivation. Also, it engages with communities of brands that may boost customer loyalty and buying habits. The material users can influence consumer choices more strongly than marketing specialist-generated content.

User-generated content and marketer-generated content in social media brand communities were the focus of Goh, Heng, and Lin's (2013) research, which sought to examine how these two types of material affected consumer behavior. It used a sample of 235 respondents who were social media brand community members on Facebook for the survey. Social identity, brand commitment, buy intention, and actual purchase behavior were the four dimensions that it measured. Utilizing structural equation modelling, the data were examined. The findings demonstrated that User-generated and marketer-generated content favourably influence social identity and brand

commitment, but User-generated content has a more decisive influence than marketer-generated content. Additionally, purchase intention has a significant positive impact on actual purchase behavior, and purchase intention has a significant positive impact on social identification and brand commitment. Moreover, it discovered that brand loyalty mediates the relationship between social identification and purchase intent to some extent.

The research by Goh, Heng, and Lin (2013) is essential to the present study because it could assist in determining techniques for developing and sustaining communities for brands on Facebook, which may be necessary for encouraging Facebook usage in Morocco. It may explain how Facebook might be a helpful communication tool in the Moroccan setting by looking at the variables that affect user involvement in brand communities. It also provides valuable information about how user-generated content affects consumer choices.

Fifth, the research by Hadi, Khan, and Hadi (2019) examines how social media is used by companies in Pakistan, a country that is still developing. It looks at the variables that affect how companies in Pakistan use social media and offers perspectives on the opportunities and challenges that come with using social media in developing countries.

With a focus on Pakistan as a case study, Hadi, Khan, and Hadi (2019) examined how social media is used for commerce in developing nations, with 122 small and medium-sized enterprises in Pakistan. It used a mixed-methods approach that included surveys and interviews. An in-depth understanding of the factors influencing social media adoption or non-adoption was obtained through interviews rather than surveys, which were used to gather data on social media usage for business objectives. The findings demonstrated that although most medium-sized enterprises in Pakistan utilized social media for commercial objectives, adoption of the platform was motivated mainly by its alleged advantages, such as boosting sales and more excellent clientele. However, it also identified several barriers to social media adoption, such as a need for knowledge and resources and worries about security and privacy. It concluded that while social media can positively impact medium-sized enterprises in developing nations, obstacles to adoption still need to be removed.

The research by Hadi, Khan, and Hadi (2019) is meaningful to the present study because it emphasizes how essential it is to comprehend the historical, societal, and financial variables that affect how social media is adopted in a particular setting. It may provide valuable details on the elements affecting Facebook's growth in Morocco, an additional developing country. Additionally, it could be used to determine the elements that encourage or prevent Moroccans from using Facebook as a communication method. It may provide an understanding of how Facebook might be utilized to solve communication requirements and issues in Morocco by looking at the possibilities as well as obstacles connected with social media development in a nation that is still developing, and it provides helpful information about the use of social media in an emerging country.

Sixth, the research by Kwok and Yu (2013) examines restaurants' methods to reach customers with their marketing messages on Facebook. It looks at the features of messages and material that best engage audiences and encourage likes, comments, and sharing. Also, it examines 300 Facebook postings from 30 eateries in Hong Kong using a content analysis methodology. Restaurants may boost Facebook interaction by using eye-catching visual content, timely updates, and interactive messages that invite patron response. The findings offer practical insights for restaurants and other businesses wishing to use social media to connect with customers and promote their brands.

The content analysis method is used in Kwok and Yu's (2013) research by gathering and reviewing restaurant comments on their Facebook sites. It studied the 5,106 messages from 20 restaurants' Facebook pages in Hong Kong and determined the types of messages, their frequency, and the degree of consumer participation. Restaurants primarily posted messages on promotion, marketing, and advertising on Facebook. On weekends, restaurants posted more messages and got more comments than likes or shares. The amount of engagement and the message's type was also discovered to impact the likes and comments received on their post. While informational messages get more comments, those related to events or promotions get more likes. According to the survey, Facebook may be applicable for restaurants to connect with customers and market their brands.

The research by Kwok and Yu (2013) is vital to the present study since it emphasizes the value of Facebook as a tool for business communication in Morocco, especially within the hospitality field. It offers information about companies' tactics to interact and communicate with their Facebook customers. Additionally, it could help determine the variables that affect the adoption of Facebook as a tool for business communication in Morocco. Moreover, it may offer helpful knowledge regarding how other companies in Morocco might utilize Facebook as a communication tool and take advantage of its possibilities to improve their methods of communication by looking at how restaurants use Facebook to reach their clientele. It provides beneficial insights into using Facebook for business-to-consumer services communication.

Seventh, the impact of social media features on client satisfaction and loyalty in the restaurant and hotel industry is examined in the research conducted by Mpinganjira and Duh (2019). It employed a review-based methodology to gather information from hotel guests. It examined the effects of various social media characteristics, including online reviews, client assessments, and interactions on social media, on consumer happiness and loyalty.

296 consumers who had interacted with hotels via social media were surveyed and provided with questionnaires as part of Mpinganjira and Duh's (2019) quantitative research approach. The data used partial least squares structural equation method modelling to test the research hypotheses to solve analysis. The findings showed that social media elements, including user-generated content, online reviews, and social interaction, had a beneficial impact on consumer happiness and loyalty. It discovered that the association between social media characteristics and patron pleasure and loyalty was considerably mediated by trust in social media, perceived usefulness, and simplicity of use. Additionally, it believes that social media functions significantly determine patron happiness and loyalty in the hospitality sector. Effective use of social media features by hotels could increase patron happiness and loyalty, increasing customer retention and income.

The research by Mpinganjira and Duh (2019) is vital to the present study because it examines the impact of social media characteristics on customer retention and fulfilment in the hotel and restaurant industry, which forms an essential component of comprehending the widespread implementation and utilization of Facebook as a communication tool by commercial organizations in Morocco. It further emphasizes the value of social media involvement in developing relationships with clients, which is relevant when analyzing the factors that encouraged Moroccan firms to choose Facebook as a means of communication, and an individual can evaluate Facebook's efficacy as a tool for communication for Moroccan commercial entities on the influence of social media on client happiness and fidelity.

Eighth, the impact of social media on consumers' buying habits among Karachi, Pakistan, residents are examined in Nadeem and Ahmad's (2016) research. To further understand the connection between social media use and purchasing patterns, it polled 250 individuals in a survey. The research discovered that social media significantly affects customer behavior, notably regarding product evaluation, information searching, and purchasing decisions. According to it, using social media positively correlates with how useful and straightforward it is, influencing how people behave as consumers. Moreover, social media is an essential medium for marketers to connect with and engage Pakistani consumers. Also, it seeks to look at connections among buying habits, social media utilization, and perceptions of utility and trustworthiness.

The data for the research by Nadeem and Ahmad (2016) was gathered using a survey questionnaire given to 300 participants in Karachi, which makes it a quantitative research method. The research examined how social media affects customer behavior, including buying choices, brand loyalty, and word-of-mouth advertising. According to the data, there is a substantial correlation between the use of social media and consumer behavior in Karachi. According to it, social media may help businesses connect with customers, foster brand loyalty, and boost sales. The findings of this study show the importance of social media in reaching and interacting with customers, with practical implications for businesses in Pakistan.

Because one of the main areas of interest in the present study is the effect of social media on purchasing habits, the research by Nadeem and Ahmad (2016) has relevance to it. Additionally, the research context was similar to the context of the current study because it had been carried out in a market that was still developing. Also, it can offer significant guidance, which examines how social media may impact consumers' buying habits in growing markets.

Ninth, the impact of social media interactions on a brand's relationship with its customers is examined in Ozuem and Lancaster's (2019) research. It looks into how four social media interactions, informational, entertaining, relational, and transactional, affect a brand's and its customers' connection. Data were gathered using a quantitative research approach and a 298-participant online survey. According to the research, all four types of social media connections significantly benefit the relationship between a brand and its customers. The research emphasizes the value of social media engagements in establishing and upholding enduring ties between brands and consumers.

Customers of a well-known international airline are surveyed as part of Ozuem and Lancaster's (2019) quantitative research design. Data were collected from a quantitative study approach and a 298-participant online survey. Customers' interactions with the airline's social media platforms and perceptions of the airline's brand image are analyzed in the data via an online survey questionnaire. Regression analysis is used in the study to examine the data and test the hypotheses. According to the research's findings, social media interactions benefit customer and brand relationships, and consumers build a favorable opinion of a brand the more they engage with it on social

media, which fosters a stronger relationship between consumers and brands. Additionally, it showed all four types of social media connections significantly benefit the relationship between a brand and its customers. And the research emphasizes the value of social media engagements in establishing and upholding enduring ties between brands and consumers.

The research conducted by Ozuem and Lancaster (2019) is essential to the present study because it offers information on how social media communication affects consumers' buying habits, a significant issue in the current study. Moreover, it emphasizes the value of social media participation for establishing product line-customer connections. It is associated with the present study's concentration on social media's function in the hotel sector.

Tenth, using a framework for socialization with customers, Wang & Yu & Wei's (2012) 's research examines the effect of interaction among others on intentions to buy on social media. Collaborative social media communication can affect how clients perceive and act toward particular items and companies. Communicating with others on social media dramatically boosts people's plans to make buying decisions. At the same time, this impact is more considerable for people who have more confidence in their social media contacts.

The consumer socialization paradigm is used in Wang, Yu, and Wei's (2012) research to examine the effect of peer communication on social media on consumers' purchase intentions. 384 college students in China were surveyed online for this research's data. Peer communication, consumer socialization, use of social media, and purchase intentions are just a few of the essential categories measured by the survey questions. In order to examine the collected data, structural equation modelling was used. The research's findings demonstrated that peer communication on social media influenced consumer socialization, which impacted their plans to buy. The research also discovered that social media use benefited customer socialization, raising purchase expectations. Additionally, consumer socialization is partially mediated between social media peer communication and purchase intentions. The research claims that peer communication on social media platforms might be a powerful tool for businesses to impact consumer purchase intentions through socialization mechanisms.

As a critical component of the present study's emphasis on the effect of social media advertising on perceptions of brands and plans to purchase, Wang, Yu, and Wei's (2012) research is essential to the present study because it eliminates additional light on the function of social media in influencing buyers attitudes and behaviors as well as collaborative social media interaction may serve as a powerful marketing tool for companies looking to modify customers' buying habits.

Methodology

Research question

What are the fundamental drivers and motivations for Moroccans' adoption and usage of Facebook as an innovative communication tool for personal and professional requirements, and how do these characteristics affect the platform's widespread adoption in Morocco?

Population

The sample population for this study would be Moroccan Facebook members. Because more than 25 million Moroccans are active Facebook users as of January 2023, making up almost 66% of the country's total population (Statista, 2023).

Sampling Technique

To increase the validity and reliability of sampling, non-probability sampling was applied for the current study, and participants were chosen using a purposive selection strategy due to Facebook's broad reach and widespread use in Morocco. A smaller sample size of 10 Facebook users was chosen from this more selective group has also been interviewed. The intentional selection of people who are frequent Facebook users was made possible by the purposive sampling method, which could offer insightful information about the factors affecting the platform's acceptance and spread (Campbell et al., 2020).

Based on certain factors essential to the study's goals, 10 volunteers were chosen. To gather a variety of viewpoints and experiences about the adoption and usage of Facebook as a communication medium in Morocco, efforts were made to guarantee diversity in terms of age, gender, occupation, and region. Participants were picked from various parts of the country to consider possible regional variations in Facebook usage behaviors. Even though the chosen sample might not entirely represent all Facebook users in Morocco, it would be carefully chosen to enable a thorough study of the factors impacting the uptake and popularity of Facebook as a modern communication medium. This study aimed to offer valuable insights into the motivations and usage patterns of Facebook users in

Morocco and their implications for businesses and organizations using the platform for marketing and communication techniques by analyzing the insights and experiences of the non-probability sample.

Furthermore, non-probability sampling is a technique for choosing a sample from a population where there is no chance for inclusion for every member. Its procedures are based on subjective assessment and do not ensure the sample is representative, unlike probability sampling, which uses random selection approaches (Mujere, 2016). Also, Purposive sampling, sometimes called critical or chosen sampling, remains a method of non-probability sampling in which researchers specifically choose participants or circumstances that fit the requirements for the research objectives or possess specified features. It focuses on the researcher's knowledge and judgment to select participants who can offer insightful information or accurately reflect significant aspects of the research topic rather than randomization or incoherence (Higginbottom, 2004).

In qualitative research, where the focus is on in-depth comprehension and exploration of situations or contexts, purposive sampling is frequently used. It permits researchers to choose subjects offering extensive insights into the study's issue, and this sampling technique is frequently used when the target population is small, specialized, or challenging (Gelo & Braakmann & Benetka, 2008). However, it is crucial to remember that purposive sampling may introduce bias into the sample despite allowing researchers to concentrate on cases or characteristics of interest, and the sample may not represent the overall population because participants are purposefully chosen using specified criteria. Consequently, it is crucial to be careful when projecting results from a purposeful sample to the overall population (Waters, 2015).

Data collection

A semi-structured in-depth interview with a purposively chosen sample of 10 participants who are active Facebook users in Morocco was operated to gather details for the current study. The semi-structured in-depth interview was conducted online following the participants' preferences and practical viability. However, a qualitative research technique called a semi-structured in-depth interview is employed to collect in-depth data and participant thoughts on a particular subject or research issue. It incorporates elements of organized and unstructured interviews, giving flexibility while preserving some degree of consistency among interviews (DiCicco-Bloom & Crabtree, 2006).

The chosen sample was diverse by considering age, gender, occupation, and area. This strategy would offer a variety of viewpoints and experiences on Facebook's adoption and usage in Morocco. With the participants' permission, the semi-structured in-depth interviews were audio recorded and written for analysis.

This data collection technique sought to gain deep and complex insights into the elements impacting the diffusion of Facebook in Morocco, as well as the reasons and behavior of Facebook users, by conducting interviews with the chosen participants, and this could advance our understanding of the platform's influence on communication techniques and have significant ramifications for Moroccan businesses and organizations using Facebook for marketing and communication.

Coding Schema

Interview Codes	P - 1	P - 2	P - 3	P - 4	P - 5	P - 6	P - 7	P - 8	P - 9	P - 10
Adoption-Influencing Factors										
Perceived Facebook Advantages										
Problems /Limitations										
Usage Frequency and Patterns										

Data Analysis Procedure

This study recorded and treated the semi-structured in-depth interviews for data analysis. Although, understanding the data, categorizing the recordings, and developing patterns and trends related to the elements impacting Facebook utilization and usage in Morocco were all part of the analysis. Coding and constant comparison were used to find links and relationships in the data. The data analysis of the coded data was next used to find common concerns and differences. The study considered the different participant viewpoints depending on age, gender, occupation, and geography.

Definition of Coding Thema

Diffusion: information or ideas circulate within a social system or population through diffusion (Katz & Levin & Hamilton, 1963).

Facebook: users can communicate with their friends, family, and acquaintances by exchanging data, information, images, videos, and other types of content (McLaughlin & Vitak, 2012).

Innovative Communication: offers fresh, imaginative strategies to help people or organizations communicate (Bennett, 2003).

Morocco: the Atlantic and Mediterranean seas around Morocco in North Africa (Michard et al., 2008).

Limitations

This study has four limitations:

Firstly, the current study's relatively small sample size was made up first of Facebook users in Morocco. The results might not be applicable to other groups or circumstances as a result.

Second, the study's analysis focused only on the variables affecting users' opinions, actions, and adoption of Facebook as a communication tool. The spread of Facebook was not affected by political, cultural, or any other factors that were not considered.

Thirdly, since the study was carried out within a specific time frame, it may have to accurately reflect changes in Facebook users' adoption, habits, and attitudes.

Fourth, the interviews were translated from Arabic to English for analysis. Although every effort was made to ensure accuracy, there may have been some subtleties or meanings that the translation missed.

Future studies might avoid these limitations by leveraging larger sample sizes, a variety of data-gathering methods, and an examination of additional factors affecting Facebook's spread in various contexts.

Data analysis

Table 1.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	5	The use of Facebook as a primary method of communication can be strongly influenced by the capacity to interact with family and friends, especially those who live far away or abroad. Moroccans chose Facebook as the most popular platform due to the desire to maintain contacts and close geographic gaps.
Perceived Facebook Advantages	3	Moroccans see Facebook highly since it makes it easier to communicate with loved ones who are far away. The platform is desirable for sustaining social ties because of its ease, speed, and extensive accessibility.
Problems and Limitations	5	Facebook provides a medium of contact but has some restrictions and difficulties. Information overload, privacy issues, and potential online confrontations are just a few potential issues. Considering these elements is advisable while figuring out why Moroccans rely on Facebook so much.
Usage Frequency and Patterns	5	People from Morocco who use Facebook as their primary source of communication are more inclined to utilize it regularly and consistently. They use Facebook as part of their daily routines, checking their messages, posting updates, and communicating with their network all day.

Results. Participant 1 said that, Facebook allows some Moroccans to connect and maintain contact with loved ones and friends, particularly those who live far away or abroad, making it their primary means of communication.

Table 2.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	5	Moroccans may be encouraged to use Facebook as a tool for networking and self-expression by chance to highlight professional and personal achievements. The choice to use Facebook as a communication tool can be influenced by the desire to highlight accomplishments and connect with like-minded people.
Perceived Facebook Advantages	5	Moroccans see Facebook favorably for networking and self-promotion because of its large user base and diverse readership. People can share their accomplishments, knowledge, and interests with a larger audience by having an online presence.
Problems and Limitations	8	Facebook offers options for promoting oneself, but there are also restrictions and difficulties to consider. Maintaining a balance between one's personal and professional personalities may become a concern, as well as controlling privacy settings and dealing with hostility or criticism. Several elements should be considered when analyzing Moroccans' use of Facebook for self-promotion.
Usage Frequency and Patterns	5	Moroccans are likely to use Facebook frequently if they want to advertise their accomplishments there. They regularly update their profile, publish pertinent stuff, participate in communities or organizations, and connect with people with similar interests. Goals and self-promotional incentives of the individual affect usage patterns and frequency.

Results. Participant 2 mentioned that some Moroccans can promote their accomplishments on Facebook, creating an online presence and connecting with others who share their interests.

Table 3.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	5	Staying current on news, events, and social trends can be a significant driving force for Moroccans' adoption of Facebook as a communication platform. People use the site to stay current on current events because they want timely information that is also easily accessible.
Perceived Facebook Advantages	10	Due to its real-time nature and the wide variety of content uploaded on the platform, Moroccans view Facebook favourably as a means of staying informed. A variety of information is available to people. Moreover, participate in conversations and debates by following news pages, joining pertinent organizations, and connecting with others with similar interests.
Problems and Limitations	10	Facebook provides a wealth of information, but there are also difficulties and restrictions to consider. The veracity and accuracy of news and information provided on the platform can occasionally be called into doubt. It is also essential to realize the possibility of information overload and the chance of running into false or misleading information.
Usage Frequency and Patterns	7	Moroccans are likely to use Facebook regularly if they depend on it to stay current on news and happenings. They might actively read news websites, participate in forums, share pertinent stories or updates, and look for data on various topics of interest. The desire to stay informed of the individual affect's consumption habits and frequency.

Results. Participant 3 mentioned that many Moroccans consider Facebook a vital resource for keeping up with news, events, and social trends domestically and abroad.

Table 4.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	5	Facebook's usability and accessibility may play a significant role in Moroccans' decision to use it for communication and interaction with coworkers, students, and business partners. Facebook is a practical option for communication and project cooperation because of its simplicity and extensive familiarity.
Perceived Facebook Advantages	8	Due to its user-friendly interface, messaging capabilities, and capacity to organize groups and events, Moroccans view Facebook as beneficial for interaction and project cooperation. The platform offers a central location for coordination, document sharing, and communication, enabling people to collaborate successfully.
Problems and Limitations	5	Facebook provides ease, but there are drawbacks and difficulties to consider. When using Facebook for work-related objectives, users should be aware of privacy problems, potential distractions from non-work-related information, and the necessity to establish professional boundaries inside a social platform.
Usage Frequency and Patterns	10	Moroccans are likely to use Facebook frequently if they use it as a platform for communication and project cooperation. They might use Facebook's messaging capabilities, establish specific project groups, and use applications like document sharing and event organizing. The project's specifications and the necessities of the individual for collaboration affect the frequency and patterns of usage.

Results. Participant 4 said that, Facebook is a popular option for some Moroccans to interact and work on projects with coworkers, classmates, and business partners due to its accessibility and simplicity.

Table 5.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	7	Facebook's interactive elements, such as its groups and events, may impact how Moroccans use social media sites to foster community involvement. People use Facebook as a tool for community building because it allows them to interact with individuals who share their passions and participate in conversations or events centred around those interests, hobbies, or professions.
Perceived Facebook Advantages	5	Moroccans view Facebook as beneficial for fostering community contact and development due to its interactive and participatory qualities. The platform offers a location where people can find and join events or organizations relevant to their interests, allowing them to get in touch with people with similar hobbies or career goals.
Problems and Limitations	5	Although Facebook's interactive functions encourage community growth, there are some issues and restrictions to take into account. Potential challenges are maintaining vibrant, involved communities, facilitating conversations, controlling group dynamics, and assuring the integrity and calibre of shared content.
Usage Frequency and Patterns	10	Facebook usage is more likely to be frequent among Moroccans who communicate and build communities there. They can participate in discussions, attend or plan events, and contribute to the neighbourhood through exchanging resources, knowledge, or experiences by joining organizations that are pertinent to their interests. The amount of interest and involvement in the communities they join affects the frequency and usage habits.

Results. Participant 5 claimed that Facebook's interactive features, like groups and events, encourage community development and interaction among some Moroccans with similar interests, pastimes, or occupations.

Table 6.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	6	Moroccans' adoption of Facebook as a forum for online debates and discussions can be significantly influenced by their desire to have a voice, participate in discussions, and express opinions on social and political problems. The decision to use Facebook is influenced by the need for an open and welcoming forum to voice thoughts and participate in public dialogue.
Perceived Facebook Advantages	5	Due to its large user base, range of viewpoints, and simplicity of involvement, Moroccans view Facebook as useful for having discussions, debating, and expressing ideas. The platform offers a digital public square where people may express their ideas, interact with others, and have a voice on numerous social and political issues.
Problems and Limitations	5	Facebook offers a forum for speech and discussion, but there may also be issues and restrictions. The difficulty of facilitating respectful and fruitful conversations, resolving online disputes or abuse, and guaranteeing the veracity and integrity of shared information are a few of these.
Usage Frequency and Patterns	5	Facebook usage is more likely to be frequent among Moroccans who value having a say in social and political issues. They might actively participate in discussions, share pertinent articles or thoughts, interact with other users' posts, and add to online dialogues. Interest and involvement in social and political issues affect frequency and consumption habits.

Results. Participant 6 said that some Moroccans appreciate having a voice on various social and political problems, and they cherish the chance to debate, participate in online discussions, and express their thoughts.

Table 7.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	5	Morocco's adoption of Facebook as a platform for multimedia sharing may be influenced by the chance to document and share events, memories, and artistic endeavors with a larger audience. People use Facebook's multimedia services because they want to record and display their creative and personal accomplishments.
Perceived Facebook Advantages	5	Due to its multimedia features, such as photo and video sharing, Moroccans view Facebook as helpful in exchanging experiences, memories, and artistic endeavors. The platform gives users a simple and fast method to reach a wider audience and receive comments, thanks, and support for their creative activities.
Problems and Limitations	5	Facebook offers a venue for sharing multimedia information, but there are potential issues and restrictions to consider. These include copyright challenges, privacy worries around sharing intimate moments or creative endeavors, and the difficulty of standing out in a sea of shared content.
Usage Frequency and Patterns	8	Facebook usage is more likely to be frequent among Moroccans who use social media sites to document and share their lives, memories, and creative endeavors. They might actively share pictures or videos, make albums or collections, interact with remarks and responses, and look for chances to collaborate or receive praise. The individual's level of interest and participation in sharing their creative work affects the frequency and usage patterns.

Results. Participant 7 said that some Moroccans may record and share their experiences, memories, and artistic projects with a broader audience thanks to Facebook's multimedia features, such as photo and video sharing.

Table 8.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	4	Moroccans may be inspired to use Facebook as a medium for intercultural exchange by chance to engage with people of other backgrounds, discover new cultures, and celebrate their heritage. People use Facebook for cultural exchange because they desire to converse with people from various cultures and because it has a broad user base.
Perceived Facebook Advantages	5	Owing to its ability to unite individuals from all backgrounds, stimulate multicultural dialogues, and offer a platform for exchanging cultural experiences, Facebook is viewed favourably by Moroccans for fostering intercultural exchange. The platform provides a forum for people to learn about other cultures, share their history, and promote appreciation and understanding of other civilizations.
Problems and Limitations	5	Facebook encourages cross-cultural exchange, but there are drawbacks and restrictions to be aware of. These include the possibility of misunderstandings or misinterpretations, the requirement for cultural sensitivity in communication, and the difficulty of resolving cultural prejudices or preconceptions that could appear in online discussions.
Usage Frequency and Patterns	7	Facebook usage among Moroccans who consider it a venue for cross-cultural communication is likely to be frequent. They might actively seek out and engage in multicultural communities or groups, exchange cultural customs or content, participate in multicultural discussions, and help to promote an appreciation of cultural variety and understanding. The individual's interest in and participation in cultural exchange events affects the frequency and usage patterns.

Results. Participant 8 said that Facebook, which enables some Moroccans to interact with people from other origins, learn about other cultures, and celebrate their own heritage, is seen by them as a platform that promotes cultural interchange.

Table 9.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	4	Facebook's low cost and broad audience reach make it an appealing marketing medium for Moroccans who want to promote their businesses, products, or services. People use Facebook as a marketing tool because it is affordable and can reach a large audience.
Perceived Facebook Advantages	7	Due to its vast user base, tailored advertising possibilities, and potential for client engagement, Moroccans view Facebook as helpful in marketing their businesses. The platform provides solutions that let businesses efficiently reach and interact with their intended audiences, such as business pages, targeted advertising campaigns, and interactive tools.
Problems and Limitations	5	Facebook offers a platform for low-cost marketing, but there are potential issues and restrictions to consider. These include the necessity for efficient targeting techniques to reach the targeted demographic, competition from other companies using the platform, the possibility of user ad fatigue, and the difficulty of standing out in a sea of advertising content.
Usage Frequency and Patterns	10	Moroccans who use Facebook to advertise their businesses, products, or services are more likely to often use the site. They might actively monitor their company pages, design targeted advertising campaigns, answer questions from or gather customer feedback, and assess the success of their marketing initiatives. The degree of commitment the user makes to using Facebook for business marketing affects usage patterns and frequency.

Results. Participant 9 said that, Facebook offers a low-cost and extensive marketing and customer involvement platform. Thus, some Moroccans utilize it to advertise their companies, goods, or services.

Table 10.

Interview Codes	Response time (min)	Comment category
Adoption-Influencing Factors	8	Facebook adoption among Moroccans may be encouraged by the allure of a cutting-edge and flexible communication tool. People use Facebook as their favorite communication medium since it is a user-friendly platform that keeps up with technical developments and delivers constant updates and improvements.
Perceived Facebook Advantages	8	Facebook's user-friendly design and ongoing upgrades and improvements have led Moroccans to view it as beneficial for communication. The platform appeals to people looking for a cutting-edge and flexible communication tool due to its user-friendly interface, accessibility, and incorporation of new features and functionality.
Problems and Limitations	10	There are various issues and restrictions to consider, despite Facebook's approachable design and constant upgrades. These are a few of the needs to adjust to changes in the platform's appearance or functioning, privacy, and data security concerns and the possibility of information overload or distraction within the Facebook environment. Moroccans will likely use Facebook regularly if they consider it an engaging and flexible communication tool. They may actively engage in online debates, publish updates, share content, and use a variety of communications services. The individual's reliance on Facebook as their primary communication method and familiarity with the platform's interface and updates affect the frequency and patterns of usage.
Usage Frequency and Patterns	10	Moroccans will likely use Facebook regularly if they consider it an engaging and flexible communication tool. They may actively engage in online debates, publish updates, share content, and use a variety of communications services. The individual's reliance on Facebook as their primary communication method and familiarity with the platform's interface and updates affect the frequency and patterns of usage.

Results. Participant 10 said that for Moroccans looking for an innovative and adaptable communication tool, Facebook is an appealing option thanks to its user-friendly layout and ongoing updates and enhancements.

The 10 participants in this study were chosen using a non-probability sampling technique called purposive sampling for the semi-structured in-depth interviews. By carefully choosing people with relevant knowledge and expertise regarding the study subject, this sampling technique aimed to increase the validity and reliability of the sample. The information gathered from these interviews was examined to determine the main reasons and advantages Moroccans adopted and used Facebook as a modern communication tool, as well as how these factors may affect the platform's widespread popularity in Morocco.

Several significant themes emerged from the examination, including adoption-influencing variables, perceived Facebook benefits, issues and constraints, and usage patterns and frequency. These matters focus on the variables contributing to Facebook's extensive usage in Morocco and offer insightful information on the motivations behind Moroccans' adoption of the social media platform. Being able to connect and stay in touch with family and friends, especially those who live far away or abroad, is a significant factor in Moroccans' use of Facebook as their primary method of communication according to 6 participants. An important adoption-influencing aspect that emerged is the desire to maintain social connections and cross geographical boundaries. The 3 participants cited the simplicity, quickness, and wide accessibility of Facebook as benefits that make it easier to communicate with people far away.

Additionally, Moroccans are aware of Facebook as a venue for showcasing successes, connecting with like-minded people, and showcasing both professional and personal accomplishments. The adoption of Facebook is influenced by the possibility of self-expression and the chance to interact with people with similar interests. The 4 participants see Facebook as a valuable tool for networking, self-promotion, and growing their following.

The study also cited 3 participants that Moroccans' adoption of Facebook was significantly influenced by their need to stay current on news, events, and social trends. The platform's real-time capabilities and abundant material

influence its perceived benefits. The ability to follow news sites, sign up for pertinent groups, and participate in discussions and debates on Facebook is valued by participants. However, issues were raised over the reliability and quality of the information and the potential for information overload and running into fraudulent or deceptive material.

Facebook appeals to Moroccans for project collaboration and communication, particularly when interacting with coworkers, classmates, and business partners according to 1 participant. Usability, accessibility, and capabilities, including group organization, event management, and messaging, were recognized as benefits of the platform. The necessity to set professional boundaries inside a social platform, privacy concerns, and potential distractions were all mentioned as obstacles and restrictions. It has been discovered that Facebook's interactive features, such as events and groups, encourage Moroccans with related interests to communicate and build communities. The platform's participatory aspect and the opportunity for users to communicate with others and activities that appeal to their passions were viewed as benefits. From 2 participants, challenges were identified as managing group dynamics, preserving the integrity of shared content, and keeping communities active and engaged.

The 5 participants mentioned that some Moroccans value Facebook as a medium for expressing their opinions, participating in online discussions, and raising social and political issues. Advantages included the broad user base, diversity of perspectives, and simplicity of participation. On the other hand, limitations were fostering civil and helpful dialogue, dealing with online conflicts or abuse, and ensuring the accuracy and integrity of shared information.

According to the 6th participant, some Moroccans use Facebook's multimedia tools, such as photo and video sharing, to document and share their experiences, memories, and creative endeavors. The platform's advantages included connecting with a larger audience, garnering support, and feedback, and building online collections or albums. Copyright issues, privacy issues, and the difficulty of standing out in a sea of shared content were all noted as issues that needed to be addressed by the 3rd participant. Additionally, some Moroccans consider Facebook a platform that encourages cross-cultural interaction, enabling them to engage with others from different cultures and expand their perspectives. The 10th participant emphasized the importance of having cross-cultural conversations, exchanging traditions and practices, and learning about other cultures. The chance to dispel prejudice, encourage tolerance, and strengthen international ties were considered significant benefits. The 8th participant recognized the value of courteous communication and the possibility of cultural misunderstandings and inappropriate remarks.

A wealth of information about some Moroccan Facebook users' motivations, advantages, difficulties, and usage habits was learned from the semi-structured in-depth interviews with 10 Moroccan Facebook active users in a purposive sampling. The study showed how crucial Facebook is for promoting self-expression, community building, networking, information gathering, and communication. However, the 6 participants also highlighted worries about social interactions, the digital gap, privacy, and security.

These results can help social media companies, governments, and users themselves better grasp the demands, goals, and difficulties Moroccan Facebook users experience. Moroccan Facebook users can benefit from a friendly and helpful online environment if privacy and security issues are addressed, digital inclusion is promoted, and responsible usage is encouraged.

Conclusion

The current study focused on Moroccan users' motives, benefits, problems, and usage patterns to examine Facebook's impact and perceptions among Moroccan users. Essential insights were gained by analyzing semi-structured in-depth interviews, focusing on numerous facets of Facebook usage in Morocco. The outcomes of the current study demonstrated that Facebook, which serves as a critical communication medium that enables users to interact with friends, family, and coworkers, plays a significant role in the lives of Moroccan users. It helps people maintain relationships even when separated by great distances, creating a sense of intimacy, and enabling them to keep users informed about the daily lives and operations of the people in their social networks.

Facebook has also developed into a potent tool for networking on both a personal and professional level. Users in Morocco believe it to be a valuable tool for advancing one's career, finding employment, and promoting one's business. Joining clubs and groups with members who share similar interests or work in related fields makes networking more accessible and promotes knowledge exchange. The current study also showed that for Moroccan users, Facebook is a vital data source. They can use it to access news, stay current on events, and participate in debates about various subjects. The platform is also viewed as a place for self-expression, allowing users to expose

a large audience to their ideas, viewpoints, and creative works. It encourages empowerment and gives people a forum to express their issues, support causes, and participate in social and political debate.

The principles of validity and reliability are treated. They are handled differently in qualitative research compared to quantitative research. Researchers nevertheless work to ensure that their results are reliable and believable, even though the traditional concepts of reliability and validity are only sometimes appropriate to qualitative research. Multiple measures were implemented to guarantee the validity of this study. To choose participants who were most likely to offer insightful and varied viewpoints on the subject, the researcher first employed a purposive sample technique. Second, the researcher used semi-structured open-ended questions in an in-depth interview to let participants express their opinions and experiences without the researcher imposing prior notions or biases. Third, the researcher encouraged participants to assess the results and comment on their accuracy as part of a member verification process and completeness.

Multiple steps were also taken to guarantee the study's dependability. To guarantee that the data gathered was consistent and that any discrepancies in responses could be explored, the researcher first performed numerous interviews with each participant. Second, the researcher applied a strict methodology for data analysis, which included coding and theme development, to ensure that the information at hand backed the results. Finally, the researcher used peer debriefing, in which findings were debated and examined by other researchers to make sure the analysis was reliable and robust. Although validity and reliability are only sometimes apparent in qualitative research, the steps used in this study were intended to make sure the results are reliable and credible. The conclusions and interpretations, however, may not apply to other locations or people, as is the case with any qualitative study. The ability to exchange cultures has emerged as a critical benefit of Facebook use among Moroccans. Users of the site can communicate with individuals from various cultural backgrounds, shattering preconceptions, encouraging tolerance, and establishing cross-cultural relationships. Participants stressed the importance of respectful dialogue to guarantee successful cultural exchange, but they also noted the possibility of misunderstandings and inappropriate remarks due to cultural differences. Additionally, Facebook offers Moroccan users entertainment and leisure activities. Users can unwind and kill time by engaging with various media, including videos, memes, and online games. Balancing online and offline interests is crucial to prevent addiction, time loss, and essential activities.

Moroccan Facebook users mentioned privacy and security concerns as crucial factors. Concerns were made concerning identity theft, unauthorized access, and exposure to fraud and scams. Participants emphasized better privacy settings, robust security safeguards, and greater user awareness of online safety. The report also brought up concerns about the digital divide and disparities in internet access. While Facebook offers potential for networking and communication, addressing access issues, particularly in rural areas, is essential to guaranteeing that all Moroccans have the same opportunities. The effect of Facebook on social ties was also investigated. Users expressed worries about shallow relationships, less face-to-face communication, and blurred personal and professional boundaries, even if they acknowledged the advantages of keeping connections. Users stressed the significance of balance and moderation in Facebook usage to maintain and foster meaningful relationships.

The current study's findings offer important new information about Moroccan users' Facebook usage patterns, motives, benefits, and difficulties. The results provide information on Moroccan Facebook users' requirements, expectations, and difficulties to governments, social media platforms, and users. To help create a friendly and helpful online environment for Moroccan users of Facebook and similar platforms, privacy and security issues can be addressed, digital inclusion is encouraged, and responsible usage is encouraged. To address the issues observed and encourage responsible Facebook usage among Moroccan users, additional research may examine interventions and techniques. Comparative research across various demographic groups and areas in Morocco could also provide a more nuanced picture of the various experiences and views of Facebook usage in the nation.

The current study offers also insights that can influence and direct future research, policy development, and platform design, adding to the increasing body of information on social media usage in Morocco. Researchers and professionals can create specialized interventions, educational programs, and policies that meet Moroccan users' particular requirements and difficulties by knowing the context of Facebook usage in that country. The outcomes of the current study have numerous importance for social media companies and politicians. First, more user education and knowledge about privacy settings, security precautions, and appropriate online conduct is required. Users should be given access to clear information that is simple to comprehend so they preserve their privacy and choose how to present themselves online. Additionally, closing the digital gap is essential to ensuring that all Moroccans have equal access to and advantages from social networking sites like Facebook. Making attempts to raise is crucial. Internet connectivity and infrastructure in rural regions and to make internet services more accessible and cheaper. We can lessen inequality and advance digital inclusion nationwide by bridging the digital

divide. Social media platforms should also consider incorporating user preferences and comments into their design and functionality. Moroccan users' trust and confidence can be boosted by improving privacy controls, bolstering security precautions, and giving users more power over their data. Platforms can also promote cross-cultural exchange by fostering courteous and inclusive conversation between users from different backgrounds.

The results of the current study provide Moroccan users with knowledge and suggestions for enhancing their Facebook experience. Users should know their privacy settings, periodically monitor and update their online accounts, and take caution when talking with strangers or conducting business online. Users should balance their online and offline activities to prevent Facebook users from negatively impacting their productivity, relationships, or general well-being. By identifying their motives, benefits, difficulties, and usage patterns, this study adds to our understanding of how Moroccan people use Facebook. The results highlight Facebook's importance in networking, communication, information sharing, cross-cultural interaction, and enjoyment. However, issues with privacy, security, the digital gap, and interpersonal interactions all surfaced.

Policymakers, social media platforms, and users can encourage a healthy, inclusive, and productive online environment by addressing these issues and taking advantage of Facebook's advantages. The dynamics of social media usage in Morocco should be further investigated in future studies, as the efficacy of initiatives to encourage responsible and constructive Facebook usage. Ultimately, Morocco may advance toward a digitally empowered society that promotes connection, collaboration, and advancement by utilizing the potential of social media platforms like Facebook.

Further recommendation

The following suggestion is offered using the current study's findings as an initial motivation. However, users should be given clear instructions and educational materials on how to use Facebook safely to improve users' comprehension of the platform and any potential threats, promote digital literacy programs, additionally, increasing the accessibility and exposure of Facebook's privacy settings and make it easier to change privacy options and ensure users that have complete the power to select who can access confidential information. As well as boosting efforts at content moderation to deal with problems including hate speech, cyberbullying, and false information.

To ensure a safer and more satisfying user experience, implement reliable reporting tools and speed up the review procedure. Also, create algorithms more suited to Moroccan people's preferences and interests, and increase the platform's capacity to deliver timely material from various cultural perspectives, generating a more inviting environment. Also, encouraging collaborations with Moroccan community groups and influencers to advance Facebook usage that is ethical and responsible and facilitate discussion, criticism, and active participation in determining platform policies and features. Likewise, increase the openness of data collecting and usage procedures and Confirm compliance with regional data protection laws and give users more clarity about how users' data is being handled.

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