

Ministry of Higher Education and Scientific Research

University of Muhammad Boudiaf – mssila



Faculty of Humanities and Social Sciences

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**The role of the website in improving the quality of
educational services from the perspective of the professors of
Mohamed Boudiaf University.**

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Chapter 1- Introduction

In the modern era, the development of states has become measured by the extent of their progress and achievements in scientific research at the level of their university institutions, those institutions that have become mobilizing all their energies and human resources in developing knowledge and developing human skills.

Among the manifestations of university institutions 'interest and keenness to improve the quality of their services, they have tended to exploit recent developments in the field of information technology and the advantages they can offer in their multiple applications, as the Internet has become the main artery for the transmission of information in a way that was not previously witnessed.

This prompted higher education institutions to take electronic websites that allow them to have their immediate and continuous presence across the global network. Indeed, many of them most of their operations have become carried out at the level of these websites. Which has become a strategic elevation point represented in the massive and rapid expansion of the information economy and electronic presence, as it allows it to expand and provide its services on a large scale.

Research problem:

What is the role of the website in improving the quality of educational services from the perspective of the professors of the Department of Media and Communication Sciences at the University of mssila?

And based on the main question, a group of sub-questions can be asked according to the standards of the website quality assessment, which are as follows:

- 1- What is the role of the website use standard in improving the quality of educational services in the department under study?
- 2- What is the role of the website content standard in improving the quality of educational services in the department under study?

- 3- What is the role of the service value standard for the website in improving the quality of educational services in the department under study?
- 4- What is the role of the website vitality standard in improving the quality of educational services in the department under study?

To answer the problem of the study, the following hypothesis was formulated:

There is a role for the website in improving educational services in the department under study.

This hypothesis in turn branches into the following partial hypotheses:

- 1- There is a role for the standard of use of the website in improving the educational services of the department under study.
- 2- There is a role for the content standard for the website in improving the educational services of the department under study.
- 3- There is a role for the service value standard for the website in improving educational services in the department under study.
- 4- There is a role for the website vitality standard in improving educational services in the department under study.

The importance of the study

This study derives its importance from (evaluation of the website, and the level of quality of services directed towards professors), and the importance of the study is represented in the results that will result from the study as it can benefit from its results in a way that enhances the college's efforts in this area.

The objectives of the study

This study aims to identify the extent of the influence of the college's site at the University of Muhammad Boudiaf mssila in improving the quality of educational services, as well as assessing the quality of the site of the college under study and diagnosing the level of

quality of educational services. And then submitting suggestions that would contribute to developing and modernizing services.

Study methodology

In order to answer the present problem and achieve the objectives of the study, we relied on the descriptive approach, whereby the questionnaire was used as a basic tool for collecting information.

Study limits

-Spatial boundaries: The field study was limited to the Department of Media and Communication Sciences at the University of Mssila

- Time limits: This study extended during the academic year 2019/2020.

- Objective limits: The study dealt with two basic variables, the first being the website and its evaluation standards adopted in this study (use, content, service value, vital) and the dimensional quality assurance variable (field of formation, scientific research, basic structures, governance, life at the university, cooperation, relationship With the environment).

Previous studies

There were many studies that dealt with discussing the different dimensions of websites and quality assurance, and among the previous studies are the following:

1- Youssef Ahmad Abu Fara's study in 2004, under the title: "An Analytical Study of the Reality of Quality Assurance in Education at Al-Quds University." The aim of the study was to demonstrate the importance of ensuring the quality of higher education as an entry point that leads to the full adoption of the concepts of Total Quality Management, by examining the reality of quality assurance of higher education at Al-Quds University. The results of the study revealed that senior management practices do not focus on achieving quality assurance in higher education, and that Al-Quds University does not adopt an effective system to achieve the quality of higher education, in

addition to that Al-Quds University focuses on ensuring the quality of its various inputs while not focusing on ensuring the quality of its operations. And its outputs.

2- Conducted by the researcher: Muhammad Mustafa Husayn, website quality assessment, a comparative analytical study between some Arab and foreign websites, Tikrit Journal of Administrative and Economic Sciences / Volume - 6 / Issue - 18/2010.

The researcher reached the most prominent conclusions that the Internet has become a safe haven for most information researchers, especially in light of the rapid development in the field of information and communication technology and the functioning of this technology for everyone, and the ease with which it is handled by the beneficiaries.

3- The study (Isabelle POULIQUEN) in 2010 entitled “la place des démarches qualities dans l’enseignement supérieur”¹, It focused on highlighting the most important challenges facing higher education institutions and introducing the methodology for implementing the quality management system in them with reference to the success factors. The study showed that the increasing social demand for higher education, the internationalization of higher education and the need to satisfy stakeholders are among the most important challenges facing higher education institutions. The study also showed that the evaluation process to determine the strengths and weaknesses is the basis for implementing the quality management system. As for the success factors, the study revealed that sensitization, information and training of human resources, along with leading change, are among the most important factors for the success of implementing the quality management system in higher education institutions.

¹ - Isabelle POULIQUEN, "La Place Des Demarches Qualities Dans L’enseignement Supérieur", **Actes Du Colloque Internationale Sur Les Enjeux De L’assurance Qualité Dans L’enseignement Supérieur** , Université De Skikda, Novembre, 2010.

Study structure

Based on the nature of the topic and the objectives entrusted to it, and in order to answer the problem at hand, the subject of the study was divided into two parts. The first part revolves around the theoretical aspect, which was divided into two chapters. The first of them relates to websites and their types and the most important standards adopted in this study for their evaluation, the second one relates to quality assurance system, its components and the most important standards adopted in this study for quality evaluation.

While the second part revolves around the practical aspect with three chapters, the first two chapters are devoted to deal with the methodology and tools of the study and describing the characteristics of the sample. The third chapter deals with testing the hypotheses of the study and analyzing its results.

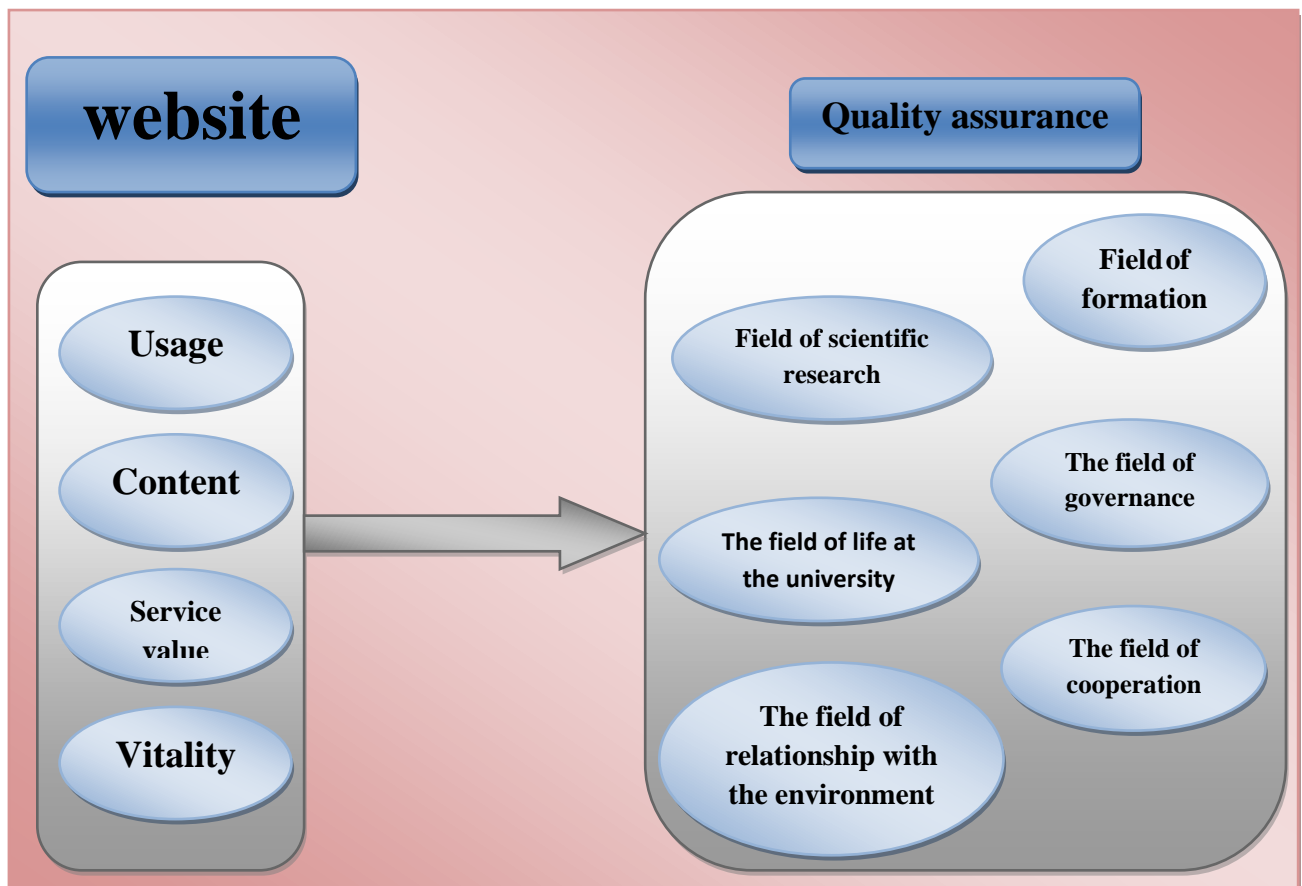


Figure 1. Study form, Prepared by the student.

Part 01 - Theoretical part

abstract

In the modern era, websites have become the most used interface and channel in various fields and transactions, and that is why individuals, institutions and even countries have tended to invest in this field with the economic, social and other advantages and benefits it provides, and in addition to today's different and multiplicity of activities directed towards exploiting this technology, it is witnessing a parallel trend To improve the quality of its services in order to maintain its viability in light of the technological changes in force.

The issue of quality assurance has become the issue of this era, the era of the scientific and technological revolution, the era of global competition and the open market, the era of excellence and the era of economic blocs, ... it is an important entry point in achieving quality, supporting the positives, overcoming the negatives and treating them.

Chapter 2 - theoretical approach to websites

2-1-1-Definition of the website

The website is a series of successive pages covering a topic of great importance, and there is no doubt that Web management requires maximizing the benefits and advantages of the Internet on one hand and highlighting the strengths of the company or institution not only in its services and databases, but also in its ability to design its website, whether in terms of information, speed, privacy protection, and others on the other hand².

The website is also known as:

“A group of related pages hosted by a server-type calculator called a server, and most sites on The web contains a home page As a starting point, the home page links to other pages using hyperlinks”.

“A group of interconnected pages, texts, images, and video clips according to a coherent and interactive structure that aims to display and describe information and data about a party or an institution, so that access to it is not specified by time or place and has a unique, specific address that distinguishes it from other sites on the Internet”.

“A website can contain one or more sub-sites, and a sub-site is a nested site on a Another website, if a website is considered a directory that contains a group of folders then The sub-site is a sub-folder that contains a separate website”³.

Through the above, the website can be defined as follows:

The website: It is simply a collection of interlinked web pages that may contain Texts, pictures, videos, audio records, and the website is hosted on at least one server, and this website can be viewed through a

² - نجم عبود نجم: الإدارة والمعرفة الالكترونية، دار البازوري العلمية للنشر والتوزيع، الأردن، عمان، ٢٠٠٩، ص٣٥٨-٣٥٩.
³ - محمد مصطفى، تقييم جودة المواقع الالكترونية، مجلة تكريرت للعلوم الإدارية و الاقتصادية، ع ١٨، المجلد ٦، العراق، ٢٠١٠، ص ٢٩.

computer that includes a web browser such as internet explorer or google chrome Or other browsers⁴.

2-1-2- Types of websites

The website contains a home page that can be accessed through the website address, and this page displays The site contents and it includes hyperlinks to other pages on the same site or on other sites, as shown in the following figure⁵:

⁴ - شريم ، رامى ، "كيف نقيم موقعاً الكترونياً". مجلة المعلوماتية . العدد (١٦)، حزيران ٢٠٠٧ ، ص١١٥-112.

⁵ - P 1-2-3 . www.al-reed.nat/training.

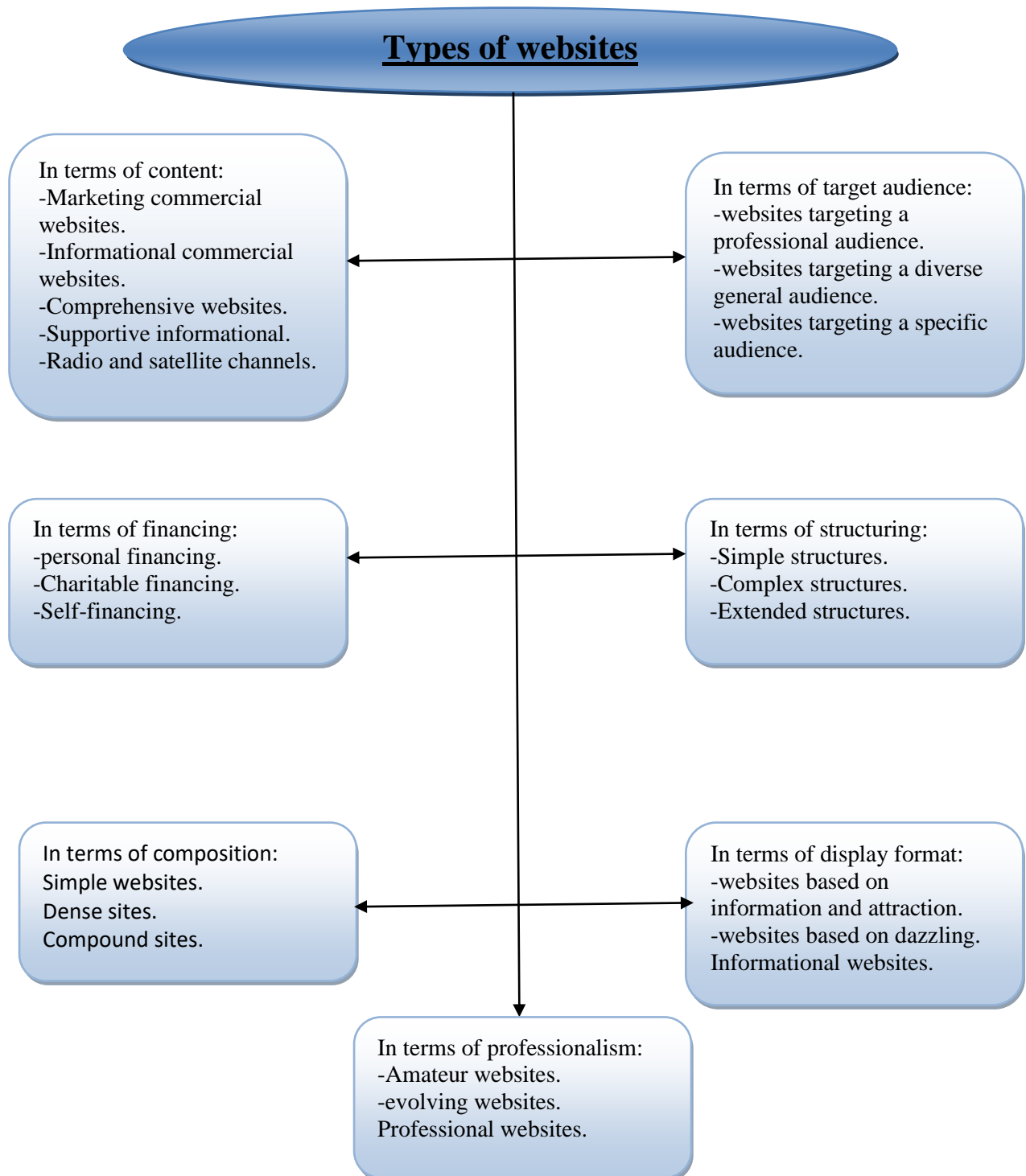


Figure 2. types of websites (Adapted from Al-Raed Center website for Media Training and Development).

2-2- Web and websites

There is a widely used term, known as the web, what distinguishes the latter on websites as it is a group of millions of websites and portals, some of which reach millions of pages and some of them are one page.

The web is a collection of linked hypertext websites stored in web files, a file on the computer's hard disk is connected to the Internet with its own address, and when someone prints the address on his browser, the Internet connects him to this file, and every website has a start page that is sent first and the browser reads it when the site is requested.

If the Internet is a network of physical devices from giant files to communication devices and distribution system and Computers, the web is a huge group of hypertext documents connected to each other working inside the internet, sometimes called www, or the international world wide web that are linked to each other, and usually the web includes ports or websites that are accessed through a specific source site⁶.

2-3- Website quality assessment criteria

The website has grown significantly on the web and has increased in popularity for it, and the Internet is an open environment in which everyone who owns a computer connected to the network can use and build a free website on the web, and give a name to his website to make the visitor trust the information presented on it.

This problem drew the attention of those interested in electronic publishing to study the quality of websites, and the dilemmas of attention point increased the importance of evaluating the quality of websites on the Internet, for the following reasons⁷:

- The possibility of anyone putting what he wants without scientific or literary controls.
- Difficulty determining the purpose and authenticity of a specific site.

⁶ - حمزة غشوة ، معمر نوحه ،مذكرة تخرج لاستكمال متطلبات نيل شهادة الماستر أكاديمي، دور المواقع الإلكترونية في الترويج السياحي، دراسة وصفية تحليلية لموقعي الوكالتين السياحيتين "فيزاترافل" و "الطاسيلي" بورقلة، السنة الجامعية ٢٠١٤-٢٠١٥، ص ٧.

⁷ - محمد مصطفى، مرجع سبق ذكره، ص ٣٩.

- The difficulty of determining the recency and the intellectual responsibility of the content presented on the site.
- Not to reviewing many sites to determine their content and purify them by scientific and research groups.

Sites on the Internet offer different types of content, which requires different methods of evaluation and different levels of application of quality standards.

There are several standards proposed by specialists and those interested in websites and their quality assessment, and this study was limited to four basic standards, each of which includes a set of indicators according to the following⁸:

2-3-1- Usage standard

Several studies have indicated the importance of evaluating the user's ease of use of the website, the period of his presence in it, and the extent of his attraction to it, and these research stressed six secondary criteria:

- Visibility:** How easy it is to find the site through popular search engines.
- **accessibility:** Ease of writing and remembering the website address, as well as the relationship of the address to the purpose and activity of the site.
- The start page:** The home page contains a table of the site's contents in a good and clear manner.
- Download speed:** The time required for the page to appear, as the shorter the period the better.
- Navigation:** The ease and clarity of the way to navigate between the pages of the site.
- Page design:** the consistency and aesthetic of the design of the pages of the site, that is, the extent of harmony between the page background, colors, and the quality of fonts.

⁸ - مصطفىاوي الطيب، بونيف محمد الأمين، خدمات التوظيف الالكتروني – نموذج لتقييم مواقع التوظيف بالجزائر، ملتقى دولي، جامعة المسيلة، ص ۹-۱۱.

2-3-2- Content Standard

There are five secondary criteria, which are adapted according to the nature and purpose of the website:

- Organization of work:** if the user can access the information he wants without any trouble, in addition to a quick understanding of the website's content.
- **Language:** The language used by the website, if it uses more than one language, then that is a good indicator about the website.
- **Ranking:** Find a website's ranking in the rating guides, the most popular of all ALEXA rating.

2-3-3- Service value standard

Some research has stressed the importance of evaluating the effectiveness of the service activities on the site and the final product that will build it for the user, and according to the nature of the sites we have separated seven secondary criteria in this area⁹:

- Events:** Providing the user with targeted activities that open new horizons and information for the browser, in addition to events on the ground such as exhibitions, forums and seminars.
- Customer services:** looking at the services the site provides to the user.
- Personal services:** The website's availability of personal services, such as its own personal page or e-mail, or sharing social networking sites such as Facebook.
- Contact:** Open the door for the user to communicate with the website managers.
- Feedback:** Follow up on users' participation in offers and evaluate this in order to find out the most attractive offers as well as the most available demand offers.
- Complete information:** Consider whether the site provides full information, such as e-mail, phone and fax numbers, website and geographic location.

⁹ - مصطفى اري الطيب، بونيف محمد الأمين، مرجع سبق ذكره، ص ١١.

-Auxiliary means: Providing various means to help the user solve technical and written problems encountered during the implementation of the activities.

2-3-4-Vitality standard

Numerous studies hinted at the importance of evaluating the vitality and dynamism of the site. A vital site means that it is able to breathe and live. With every inhale new and immediate information is entered and with every exhalation, information is released that is no longer of interest to the site's users, These research emphasized three secondary criteria:

- Usage value: The purpose of the information is use, and therefore there is no value or meaning for any information except within the limits of its partial or total response to the need of the user, and on this basis, when designing websites of any kind.

- Originality of the material: There is no value for a site that contains information previously published in other sources, given that the development depends on the extent of renewal and addition of information and knowledge continuously over time, and the user is attracted by those sites that add to their information and knowledge something new and original that can affect the development of his area of interest.

- Precision : Accurate information saves the reader a lot of effort and time and its use leads to conclusions and judgments in which there is no room for interpretation, validity, coverage and objective credibility.

Chapter summary:

We conclude from the foregoing that websites are pages programmed in any of the web languages that display and take data on the Internet, and the website contains a main page that can be accessed through the website address and this page displays the contents of the site and includes hyperlinks that lead to other pages on the same website. Or in other websites, the web differs from the internet, if the internet is a network of physical devices from giant files to communication devices and distribution system and then computers, then the web is a huge group of hypertext documents linked together working inside the internet, and it is sometimes called www, or the **World Wide Web** that links it together.

This study was limited to research that includes many classifications and criteria, which were summarized into four basic standards, each of which includes a set of indicators according to the following: Usage standard, Content Standard, Service value standard, Vitality standard.

Chapter 3 - theoretical approach to Quality assurance

3-1- What is quality, its importance and objectives

Quality is a fundamental factor for the success of any institution, whether because of its role in the exploitation of resources and achieving a competitive position, we will try to address the historical development of quality, as well as its definition, importance and objectives.

3-1-1- The historical development of quality

Through the intellectual and administrative development in relation to quality management, we can notice that the continuity of the income to quality through its development did not take place in the form of leaps, but it was through a stable and steady development. This development was a reflection of a series of discoveries dating back to the last century, and these discoveries can be divided into four eras, which are¹⁰:

1- The examination stage, beginning of the twentieth century

This stage was associated with the scientific management stage of "Taylor" work, which aimed to raise the level of productive efficiency within the factory through privatization, modularity, simplification of work, as well as the division of labor that allows the optimal use of available and unqualified labor as the best way to increase production, and with less Cost. He also called for the necessity of separation between the production function and the inspection function. In this system, the inspection activity is based on examining the products produced by the factory in the final stage to make sure that they comply

¹⁰- سميرة كرامة ، دور تكنولوجيا المعلومات و الاتصال في تحسين جودة الخدمة ،مذكرة مقدمة لاستكمال متطلبات شهادة الماجستير ، جامعة قاصدي مرباح، ورقلة ، ٢٠١٠-٢٠١١ ص ٤٨ .

with pre-determined quality standards and to uncover the defects of these products in order to develop the production process.

2- The quality control stage, 1930-1950

The quality here aimed at reducing the percentage of defects used, in addition to the first stage applying statistical methods in quality control to perform quality activities and verify the conformity of the product to the quality scale. Although quality control is more advanced than the examination stage, progress in quality management has made reliance on quality control insufficient and even inappropriate on its own to achieve continuous improvement.

3- The quality assurance stage, 1950-1970

Historically, this entry is more remote and deeper than previous incomes. For the first time, this entry introduces the concept of integration and coordination between management programs, and for the first time also confirms that all administrative levels must participate in planning and quality control. At this stage, a transition has been made from product quality to system quality, with the basis of error prevention.

4- Total Quality Management Stage (Modern Approach) 1970 to the present day:

It is a comprehensive leadership and operation system for the organization that relies on the participation of workers, suppliers and scientists for continuous quality improvement.

3-1-2- Definition of quality

Quality is defined as the institution's production of a commodity or the provision of a service with a high level of outstanding quality,

through which it is to fulfil the needs and desires of its customers in a manner consistent with their expectations and achieve their satisfaction¹¹.

3-1-3- The importance of quality

Achieving quality is a dream for all institutions, as quality is no longer a choice that can be overlooked, but rather an irreplaceable commitment and quality is important to the organization through the following¹²:

- The public image and reputation of the institution in the market:** The institution derives its reputation from the level of quality of its products and this is evident through the relations that link the institution with the suppliers, the experience and skills of the workers, and the attempt to provide products that meet the desires and needs of the institution's customers.
- The degree of confidence in their products:** Poor design or manufacture of products may lead to accidents for users of these products, causing legal liability for the organization.
- Productivity level:** Poor quality negatively affects productivity, by producing defective, non-marketable goods in addition to repair costs.
- the cost:** The poor level of quality leads to an increase in the costs of the organization through increasing the rejections, in addition to the cost of losing customers.
- Legal responsibility for quality:** An increasing number of courts are constantly trying to hear cases involving an organization that designs

¹¹ - كلثوم بويكر، جودة الخدمة في المؤسسة الخدمية و اثرها على رضا الزبون، مذكرة مقدمة لاستكمال متطلبات شهادة الماجستير، جامعة قاصدي مرياح- ورقلة، ٢٠١٢-٢٠١٣، ص ٤.

¹² - المرجع نفسه، ص ٤-٥.

products or provides services that are not good in its production or distribution.

-Global competition: Quality acquires a distinct importance from the institution and the reputation that it enjoys in achieving the goal, being able to achieve competition, so the lower the quality level in the institution's products, the more damage the institution's profits are.

-Costs and market share: Implementing the required quality for all production processes and stages would follow the opportunities to discover errors and inoculate them to avoid incurring additional costs to make the most of machinery time through idle time, thus reducing costs and increasing the enterprise's profit.

3-1-4- Quality objectives

There are two types of Quality Objectives:

-Objectives serving quality control: They relate to the standards that the institution wishes to maintain, as they are formulated at the level of the organization as a whole, using lower-level requirements related to distinctive characteristics such as safety and customer satisfaction.

-Quality Improvement Objectives: It is often limited to reducing errors and developing new products that satisfy customers more effectively.

The two types of quality objectives can also be classified into five categories¹³:

- Objectives of the external performance of the institution and it includes markets, environment and society.
- Community performance goals and it address' customer needs and competition.
- Operations objectives and it deals with the capacity, effectiveness and controllability of operations.

¹³ - قاسم نايف علوان المحلاوي، إدارة الجودة الشاملة و متطلبات الأيزو ٢٠٠٠:٩٠٠١، الطبعة الأولى، دار الثقافة، عمان، ٢٠٠٩، ص ٣٨-٣٩.

- Internal performance objectives and it deals with the ability of the institution, its effectiveness and its response to changes and the work environment.
- Performance goals for workers and it deals with skills, capabilities, motivation and development of employees.

3-2- definition of quality assurance system

3-2-1- definition of quality assurance:

Quality assurance comes at the forefront of the strategic concerns facing our lives in this era, which some thinkers call the "era of quality". It aims to improve professional practices, which ensures maximum utilization of resources and resources, leading to high-quality outputs. This concept focuses on customer satisfaction, gaining his loyalty and increasing his confidence in the products presented to him, as it confirms their conformity with the specifications that have been approved. There are many definitions that dealt with the issue of quality assurance, some of them are mentioned as follows:

- Quality assurance is defined as: "All planned and systematic actions necessary to give confidence that products have satisfied specific needs¹⁴."
- It is also defined as: "The set of activities that an institution or organization takes to ensure that specific standards set in advance for a commodity or service are actually being reached regularly, and the goal of these activities is to avoid defects in products or services¹⁵."

Through the previous definitions, we can say that quality assurance is: a set of pre-planned procedures (a pre-process), which assures that the product will be launched according to the previously established specifications (avoiding the occurrence of errors).

¹⁴ - Mohamed BOUABAZ Et Mourad MORDJAOUI, "Méthodes Mathématiques D'analyse De La Qualité Dans L'enseignement Supérieur : Essai A Base De Cas", **Actes Du Colloque Internationale Sur La Démarche Qualité Dans L'enseignement Supérieur : Notions, Processus, Mise En OEuvre**, op.cit, p. 197.

¹⁵ - يوسف حجيم الطائي، محمد فوزي العبادي، هاشم فوزي العبادي، إدارة الجودة الشاملة في التعليم العالي، عمان: الوراق، الطبعة الأولى، ٢٠٠٨، ص ٣٠٧.

3-2-2- definition of the quality assurance system and its components

1- The definition of a quality assurance system:

Researchers in the field of quality and its assurance presented a set of definitions of a quality assurance system, including:

- The quality assurance system is defined as as: “A unified global system for quality measures, agreed upon globally to be an international document to ensure the quality of management¹⁶.”

- It was also defined as: “That system that verifies that what you are doing matches the procedures and policies that you have written and approved¹⁷.”

-The quality assurance system is also defined as: “A set of plans and activities implemented by the organization’s management in all departments, and at all levels, with the aim of ensuring that the output of the operations will meet the needs and expectations of customers by influencing the way in which products are designed, manufactured, inspected and tested, Installed, delivered, serviced, and the quality system aims to provide confidence in the products of the enterprise”.¹⁸

2- Components of the quality assurance system:

The concept of a quality assurance system is based on three elements¹⁹:

-Establishing standards for the product describing a set of characteristics that must be met in it.

-Implementation of production so that the product is obtained according to the previously set standards.

-Building customer confidence that what was promised will always be fulfilled.

¹⁶- الهام يحيوي، حكيمة بوسلمة، نجوى عبد الصمد، "اتجاهات أعضاء هيئة التدريس نحو مدى تطبيق متطلبات ضمان الجودة في جامعة باتنة: دراسة ميدانية" في المؤتمر العربي الدولي الثاني لضمان جودة التعليم العالي، الجامعة الخليجية، مملكة البحرين، يومي ٤-٥ أفريل ٢٠١٢، ص ٤١٢.

¹⁷- يوسف حجيم الطائي، محمد فوزي العبادي، هاشم فوزي العبادي، مرجع سبق ذكره، ص ٣١٢.

¹⁸- أحمد الخطيب ورداح الخطيب، الاعتماد وضبط الجودة في الجامعات العربية، اريد: علم الكتب الحديث، الطبعة الأولى، ٢٠١٠، ص ٤٥.

¹⁹- يوسف حجيم الطائي، محمد فوزي العبادي، هاشم فوزي العبادي، مرجع سبق ذكره، ص ٣٠٩.

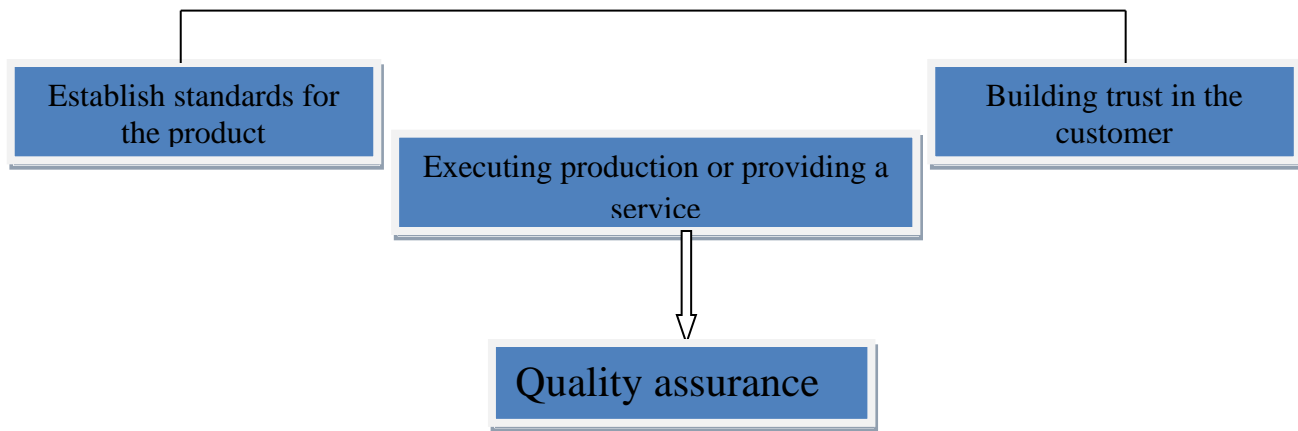


Figure 3. Components of the quality assurance system.

3-3- National Quality Assurance Reference

The reform of higher education has set directives related to setting up a national system for quality assurance in the sector. In this context, the National Committee for the Implementation of Quality Assurance in Higher Education was established, whose main task is to support and accompany higher education institutions in strengthening their institutional capabilities and developing a culture of quality.

This is what made it start in its first step by structuring quality assurance cells at the level of all university institutions and appointing officials for these cells and training them to set the quality reference.

Similar to the internationally known quality references, the national reference includes the set of standards included in the references in the basic fields, which are:

- **Field of formation.**
- **Field of scientific research.**
- **Field of basal structures.**
- **The field of governance.**
- **The field of life at the university.**
- **The field of cooperation.**
- **The field of relationship with the environment.**

Part 02 – Practical part

After we discussed in the previous part the theoretical framework of the study variables represented in websites and the quality assurance system, in this part the research questions will be answered by analyzing the questionnaire axes relied on in the study as a tool for data collection and then studying, analyzing and interpreting it, using the spss program and interpreting the results In the context of testing the hypotheses of the study and coming up with a set of suggestions.

This part has been divided into three chapters as follows:

Chapter 01: study methodology and tools.

Chapter 02: the study population and a description of the sample characteristics.

Chapter 03: testing the hypotheses of the study and analyzing its results.

Chapter 1 - Study methodology and tools

This chapter deals with a description of the procedures that were followed in carrying out the study, including the definition of the study method and the sources of information gathering, a description of the study population and its sample, the method of preparing the study tool (the questionnaire), ensuring its validity and stability, the study procedures, and the statistical treatments that were used in the analysis data.

1-1- Study methodology

Each study requires a scientific approach and research tools that enable reaching the goals set by the researcher at the beginning.

1-1-1- Study Approach

In the study and the goals that we seek to achieve, the descriptive approach was adopted: describing certain phenomena, events or things, collecting facts, information and observations about them, describing their conditions and determining their condition as they are in reality. Descriptive research includes multiple sub-types that include survey studies.

For all data and information in the types of descriptive research, multiple methods and means are used, such as observation, interview, tests, questionnaires, and graduated measures²⁰.

1-1-2- Information gathering sources

In order to build the theoretical background for research and collect information from the field of study, the following has been relied upon:

1- Secondary sources:

In order to address the theoretical framework of the research, secondary data sources have been resorted to, which is represented in

²⁰- فان دالين، مناهج البحث في التربية وعلم النفس، ترجمة محمد نبيل نوفل وآخرون، القاهرة، مكتبة الأنجلو المصرية، ١٩٩٤، ص ٢٩٢-٢٩٣.

relevant Arabic and foreign books and references, articles, reports, research and previous studies that dealt with the subject of study, research and access to various internet sites.

2- Primary sources:

To address the analytical aspects of the research topic, primary data was collected through a specially designed questionnaire that was as follows:

Questionnaire design: The information related to the study was collected by means of a questionnaire designed in light of the study's questions and objectives. It is defined as "a tool for collecting data related to the research topic, which is filled out by the respondent"²¹.

²¹- محمد سامي ملحم، مناهج البحث في التربية وعلم النفس، ط 2، دار المسيرة للنشر والتوزيع والطباعة، عمان، ٢٠٠٢، ص ٢٨٦.

Sections of the questionnaire	Section title	The axes of each section		Branches of each axis	
		N°	Axis title	Branch title	Number of phrases
Section 01°	General data	1	Personel Information		
Section 02°	Study axes	websites	Standard of use Service		5
			Content Standard		4
			value criterion		3
			Vitality Standard		6
		Quality assurance	Field of formation		6
			Field of scientific research		4
			The field of governance		4
			The field of life at the university		2
			The field of cooperation		3
			The field of relationship with the environment		3
Total phrases				43	

Table No. (1): Sections and axes of the questionnaire

Source: presented by the student.

Chapter 2 - Study population and description of sample characteristics

2-1- Population and sample study

2-1-1- Study population

To conduct the field study, the researcher must clearly define the study community because this will help him determine the best scientific method for studying this community, and the community under study is represented by professors of the Department of Media and Communication Sciences at the University of Mssila.

2-1-1- The study sample

The sample is represented by professors in the Department of Media and Communication Sciences, which is a survey sample.

Ministry of Higher Education and Scientific Research



Muhammad Boudiaf University - Mssila –

Faculty of Humanities and Social Sciences

Department of Media and Communication Sciences

Questionnaire

Greetings ...

Under completion of a graduation thesis submitted within the requirements for obtaining an academic master's degree in Communication and Public Relations Under the title of “The role of the website in improving the quality of educational services from the perspective of the professors of Mohamed Boudiaf University”.

We put in your hands this form in order to complete the study in its field side from the perspective of the professors of the Department of Media and Communication Sciences, University of Muhammad Boudiaf Mssila.

In order to achieve its objectives, we hope that you will lend a hand by answering its clauses as a service for your scientific research.

By : Bekkouche oussama

supervisor: Abderrazzek ghezal

Thanks in advance for your cooperation

Academic year: 2019/2020

The information of this questionnaire is confidential and is used only for scientific purposes

Please tick (x) in the appropriate box

General data

1- Gender: male female

2-Age: between 20-30 between 30-50
 more than 50

Questionnaire phrases

The first axis: websites

N°	phrases	Strongly Agree	agree	Neutral	disagree	Totally disagree
Use Standard:						
01	The university website is easily found through search engines.					
02	The home page contains all required content.					
03	The page you requested appears in a short time.					
04	The site pages are easily navigated.					
05	The site takes into account the aesthetic aspect in the design of its pages.					
Content standard:						
06	I do not find it difficult to access information through the site.					

		Strongly Agree	agree	Neutral	disagree	Totally disagree
07	The number of visitors to the site is constantly increasing.					
08	The site provides all the information that the professor needs through the existing links (advertisements).					
09	The site's language is appropriate for him.					
Service value standard:						
10	The site includes all scientific events, such as forums, study days, and others.					
11	The site provides a service for making adjustments about the data related to the professor.					
12	Provides personal services such as Facebook communication.					
Vitality standard:						
13	You can contact the engineer responsible for the site.					
14	The site benefits from user suggestions.					
15	The site contains other communication mechanisms such as phone, fax, and others.					

		Strongly Agree	agree	Neutral	disagree	Totally disagree
16	The site provides assistance services while facing problems in use.					
17	It is possible to pass to other additional pages through the site.					
18	The site contents can be specified permanently.					

The second axis: quality assurance

N°	phrases	Strongly Agree	agree	Neutral	disagree	Totally disagree
Field of formation:						
19	The university offers training offers that are in line with its surroundings					
20	The university provides the possibility of internal movement (crossings) or external (national or international)					
21	Educational materials are subject to regular evaluation and review processes					

		Strongly Agree	agree	Neutral	disagree	Totally disagree
22	Knowledge assessment patterns are objective, fair, reliable, published and reported					
23	The university develops partnerships with the professional social environment					
24	The university guarantees the quality of training in the doctorate by supporting it scientifically and with national and international aid strategies					
Field of scientific research						
25	The university has bodies to lead and monitor research					
26	The university develops a strategy of distinguished partnerships in the field of research at the regional and national levels					

		Strongly Agree	agree	Neutral	disagree	Totally disagree
27	The university runs a policy to value research and communicate its results					
The field of governance						
31	The university archives and publishes administrative, pedagogical and scientific information					
32	The university has an agreed development project					
33	The university provides the necessary and appropriate financial means					
34	The university has its approach to quality according to its mission and values					
The field of life at the university						
35	The university sets up media devices					

	for professors					
36	The university gives importance to the needs of the professors					
The field of cooperation						
37	The university has a policy of openness to the world					
38	The university maintains international partnerships in the field of training and research					
39	The university provides access to international references and resources					
The field of relationship with the environment						
40	The university offers training offers that meet local demand					
41	The university 's training offers suit the needs of companies					

		Strongly Agree	agree	Neutral	disagree	Totally disagree
42	The university prepares, disseminates and values scientific and technical information					

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