

Questionnaire

To the dear and respected students at Fallujah University...

Greetings...

I am pleased to present to you the questionnaire designed to prepare a scientific research entitled **(The Impact of Social Marketing Practices in Promoting Digital Etiquette: A Descriptive and Analytical Study on a Sample of Fallujah University Students)** . This form is a measure adopted for the purposes of achieving the objectives of scientific research, and your preference for an appropriate answer contributes to obtaining accurate results that enhance the achievement of the objectives of the current study. Note that the answer is used exclusively for scientific research purposes without the need to mention name or any other personal data.

General notes

1.The researcher hopes that you will read all the indicators first, then start by indicating each of them within the answer scale and in a way that expresses your precise position.

2.Please do not leave any question unanswered, as this means that the form is not suitable for analysis.

Your cooperation with us represents real support for the scientific process and a valuable contribution to the success of this study. Many thanks and appreciation for your efforts and sacrifice of your time in the service of science.

With sincere thanks and appreciation...

Admin

Professor Dr
Ahmed Abbas Hammadi

researcher

Master's student
Reham Mutasim Hamza

First: Introductory Information:

Please choose the appropriate one from each paragraph:

1.Gender:
Male
Female
2.Age groups:
20 years and less
21 - 25 years
Under 30 years old
30 years and over
3 .Academic qualification:
preparatory
undergraduate
master's

Second: Research variables

1- Social marketing practices: The process of using marketing techniques and principles to generate, support and provide value to stimulate target audience behaviors that benefit themselves and society (public safety, environment, health and local communities). Fayaz,2022:19)) which is represented by the following dimensions:

A - Paragraphs of the first axis (social product): Social product: In social marketing, a product is often a behavioral display, lifestyle change, or adoption of intangible ideas and behaviors, and may be associated with tangible products or conflict with certain products. The success of behavioral campaigns is measured by social or environmental outcomes, so programs must be designed to gradually shape behaviors in a way that is relevant to the individual's life, to achieve effective behavior or lifestyle change (Mutum & Ghazali, 2023:128).

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
1	The University of Fallujah provides sufficient information about its services that contribute to meeting the social needs of students and participants.					
2	The University of Fallujah is keen to preserve the environment by using specialized devices that support general hygiene on campus.					
3	The University of Fallujah analyzes the behaviors of students and participants to better meet their social needs.					
4	The University of Fallujah keeps pace with the latest developments in the world of communications and digital technologies with the aim of providing services that meet the social needs of subscribers .					

5	The University of Fallujah seeks to constantly develop and improve its services to advance the social aspect of students and the surrounding community.					
6	The University of Fallujah provides its services with the aim of achieving a good reputation and effective competition, taking into account community service and the public interest.					

B - Paragraphs of the second axis (social pricing): In social marketing, price refers to the willingness to bear the financial, time, psychological, or social costs associated with desired behaviors. It may include cash price, or intangible costs such as time, physical or mental effort, psychosocial stress, or fear and social stigma. When designing social marketing programs, these costs are estimated to enhance digital health behavior (Saud, 2022:129).

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
7	The University of Fallujah offers attractive facilities and discounts to students and beneficiaries as a type of practice that supports society.					
8	The University of Fallujah is committed to clarifying the actual price of services provided without ambiguity, to avoid any deception towards society.					
9	The University of Fallujah bears additional financial costs in order to satisfy students and beneficiaries who are part of society.					
10	The prices of services and					

	activities provided by the University of Fallujah are proportional to the purchasing power of students and beneficiaries.					
11	The University of Fallujah offers free awareness messages to explain the consequences of undesirable behaviors in society.					
12	The University of Fallujah uses price discount strategies to provide certain services and activities to support students and the community.					

C - Paragraphs of the third axis (social promotion): In social marketing, promotion is the form of communication through which programs aim to educate the public and stimulate desired behaviors, such as digital health behavior. Promotion involves the use of multiple channels such as advertising, direct marketing, public relations, and publicity, with the goal of increasing audience awareness, creating a competitive advantage, improving message recognition, and supporting behavioral change. The effectiveness of promotion also affects the ability of programmes to achieve their objectives in terms of adopting targeted behaviours (Mir-Bernal & Sadaba, 2022:16).

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
13	The University of Fallujah displays advertisements containing sufficient information about the services and offers it provides to students and the community.					
14	Fallujah University is committed to credibility in advertising directed at					

	students and beneficiaries, as a way to avoid any marketing deception towards society.					
15	Fallujah University participates in social activities held in Iraq to support the community and beneficiaries.					
16	The University of Fallujah relies heavily on students and beneficiaries to promote its social services and influence their digital health behavior.					
17	The method of promotional messages at the University of Fallujah is easy to understand, purposeful and has social content that supports the desired healthy behavior.					
18	The University of Fallujah offers guidance programs aimed at clarifying the benefits that individuals obtain as a result of adopting desired digital health behaviors.					

D- Paragraphs of the fourth axis (distribution / social place): Social place refers to the place where the organization provides the product or service so that the target audience can reach and see it, which contributes to enhancing the desired behaviors (Akbar & et al, 2023:1).

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree

19	Fallujah University provides wide coverage in all areas and the services it provides, even if this requires additional costs.					
20	The University of Fallujah website is easily accessible by students and beneficiaries.					
21	The University of Fallujah provides its social services and activities directed at students and the community on a regular and easy basis through its various branches or departments.					
22	The University of Fallujah is working to expand the scope of its services to include diverse fields and different segments of society.					
23	The quality of social services and activities provided by the University of Fallujah is equal in all areas covered, even in remote areas.					
24	Fallujah University has geographically distributed outlets and service points to facilitate meeting the needs of students and beneficiaries.					

2- Digital etiquette: refers to all forms of individual or group interactions and actions with digital technology in daily life. It includes using digital technology to communicate, search for information, access media, and

contribute to digital social networks. (Nurain & et al, 2024:16), which is represented by the following dimensions:

A - The technological dimension:

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
25	Check the spelling and language of the message before sending it.					
26	Turn on the camera or microphone during synchronous meetings of remote communication applications, at the right time.					
27	I contact others at specific times that suit them.					
28	Enter under my real name in synchronous meetings for remote communication applications such as (Skype, Google Meet, ZOOM)					
29	I contact others at specific times that suit them.					
30	Speak tactfully when communicating with others on remote communication applications.					

B - The moral dimension:

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
31	Respect the privacy of electronic					

	platforms and do not mishandle them					
32	I respect the rights of others and do not offend them on various electronic platforms.					
33	I do not share personal information with others such as passwords.					
34	I do not publish unethical posts that offend others.					
35	Check posts to avoid possible misinterpretation (be careful when using words).					
36	Ask permission before contacting others using remote communication applications.					

C - The social dimension:

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
37	I am committed to addressing people in the virtual world in an appropriate manner.					
38	Alert others when errors appear in their behavior in the virtual world in a polite manner.					
39	I am a role model for others in the virtual world through my positive practices.					
40	Publish posters and					

	awareness posts on social media.					
41	I organize training courses with the relevant authorities on digital etiquette with an accredited certificate.					
42	Respect others' opinions and different points of view in the virtual world.					

D- The health dimension

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
43	I am aware of the risks inherent in using digital technology.					
44	Sit in the correct and appropriate session when using the computer.					
45	Pay attention to good lighting in the room when using devices (computer - smartphones).					
46	Publish posters and flyers about the potential harmful physical effects of technology on students.					
47	Exercise at intervals while dealing with cyberspace.					
48	I isolate myself from others when dealing with cyberspace.					

E- The security dimension

sequence	paragraphs	totally agree	agree	I agree to some extent	I don't agree	I totally disagree
49	Use constantly updated security software.					
50	When dealing with devices and cyberspace, I set passwords that are difficult to predict.					
51	Use different forms to recover your password.					
52	I constantly check the security and privacy settings of my accounts.					
53	Make sure that the websites I browse are secure.					
54	Avoid using anonymous programs, because they obtain information without the owner's permission.					