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Saudi Digital Media Ethics and the Effectiveness of National Strategic Communication: An Analytical Study of Digital Content Related to Saudi Vision 2030

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ABSTRACT

This study investigates the level of compliance with professional and ethical standards in Saudi digital media content related to Saudi Vision 2030 and examines its alignment with national strategic communication requirements. Adopting a descriptive-analytical approach utilizing quantitative content analysis, the study analyzed a proportionate stratified sample of 350 media items—comprising reports from the Saudi Press Agency (SPA) and the Ministry of Media—published between January 1 and December 31, 2025. The findings reveal a high overall level of compliance with professional and ethical standards (overall mean of 1.60), with accuracy, verification, and misinformation avoidance scoring highest. Similarly, the content demonstrated a strong alignment with national strategic communication requirements (overall mean of 1.68), particularly regarding alignment with national goals and the prominent highlighting of Vision 2030 strategies. Furthermore, statistical analysis demonstrated a strong positive correlation between professional/ethical compliance and strategic communication effectiveness ($r = 0.72, p < 0.001$). Statistically significant differences were also identified in ethical compliance based on media platform type and content source, favoring official web portals over social media platforms and the Saudi Press Agency over the Ministry of Media. The study concludes that advancing Saudi digital media requires integrating ethical rigor with interactive communication strategies to reinforce transparency, evidence-based reporting, and stakeholder trust.

KEYWORDS

Digital Media Ethics, Strategic Communication, Saudi Vision 2030, Content Analysis, National Communication.

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1. Introduction

The media landscape over the past decade has witnessed fundamental transformations driven by the digital revolution and rapid advancements in communication technologies. Media outlets no longer serve merely traditional roles of transmitting information and interpreting events; rather, they have become integral parts of an interconnected communication ecosystem where media institutions, digital platforms, audiences, and government and private entities actively interact. The proliferation of digital platforms and social networks has reshaped patterns of content production, circulation, and consumption. Digital communication has emerged as a core component in managing institutional-audience relationships, building trust, and shaping perceptions regarding public issues, policies, and initiatives.

This digital transformation is closely intertwined with the trajectory of national development led by Saudi Vision 2030, alongside the expanded deployment of digital technologies and platforms across governmental, developmental, and media domains. This shift has redefined institutional and media communication, making digital channels primary tools for introducing national initiatives, explaining their objectives, monitoring their implementation, and interacting with the public. This direction is further reinforced within the framework of the Digital Government Strategy (2025–2030), which emphasizes digital transformation, beneficiary experience optimization, effective citizen communication, and the deployment of data and emerging technologies to enhance government operations.

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Consequently, digital content associated with national strategies is no longer merely informational material aimed at transferring data; it has evolved into a strategic communication component seeking to build a shared understanding of national goals, foster engagement, and align communication messages with priority issues and initiatives. This role becomes increasingly vital when content addresses development, economic, social, and cultural transformation, requiring messages directed at the public to maintain high levels of accuracy, clarity, consistency, and transparency to foster a trust-based communicative relationship between institutions and audiences.

This intersects with regulatory guidelines for digital government content in the Kingdom, which emphasize content planning, information quality, source verification, message clarity, and the selection of the most effective channels to reach target audiences. This orientation reveals that digital content quality extends beyond technical dimensions into professional and communicative realms that dictate a message's capacity to achieve its objectives clearly and reliably.

Furthermore, digital media ethics stand out as a fundamental determinant of media practice quality and communication effectiveness. Publishing speed, fragmented information sources, and the capability to reproduce and circulate content across multiple platforms impose an escalating need to adhere to professional and ethical standards regarding accuracy, verification, balance, objectivity, transparency, professional responsibility, and the avoidance of misinformation. These standards gain heightened importance when content addresses national issues and development strategies, as any failure in verification or inaccurate/unbalanced presentation can undermine trust in the content and skew public perception of national strategies and initiatives.

Moreover, the ethical dimensions of generative artificial intelligence and digital content standards play an integral role in shaping contemporary newsrooms and digital publishing platforms across the Kingdom (Yagoub & Mshnawi, 2025; Yagoub & Muhmmed, 2026). Transforming journalistic practices in digital newsrooms and preparing media education for smart transformation are vital for meeting modern market requirements and ensuring high-quality national communication (Abdalrazig & Al-Otaibi, 2026a; Abdalrazig & Al-Otaibi, 2026b).

The effectiveness of strategic communication in the digital environment is not limited to message reach or high levels of engagement; it is equally tied to adherence to professional standards that render content trustworthy and capable of delivering information accurately, clearly, and responsibly. Thus, the relationship between digital content ethics and strategic communication effectiveness is deeply intertwined: ethical professionalism endows communication messages with credibility and clarity, whereas strategic communication provides a framework guiding these messages toward specific objectives and reinforcing alignment with national priorities.

Despite growing academic interest in digital media, strategic communication, and digital transformation in the Kingdom of Saudi Arabia, a clear need persists for research directly bridging the ethical dimension of digital content with the strategic dimension of national communication, particularly through content analysis of material actually published across media platforms linked to national initiatives and strategies. This study builds upon contemporary empirical frameworks examining digital discourse, such as the corpus-based analysis of web news representing Saudi Vision 2030 (Almohawes, 2026). Furthermore, in aligning national awareness with sustainable development and emerging technologies, the study leverages insights into how digital applications and artificial intelligence enhance awareness of sustainable development goals within the Kingdom (Abdalrazig, Elmahdi, & Alotaibi, 2026). Hence, the current study attempts to transition from treating digital media ethics as a set of general professional standards to testing the presence of these standards within digital content associated with Saudi Vision 2030. It evaluates their alignment with national strategic communication requirements, thereby enhancing our understanding of the relationship between media practice quality and communication message effectiveness within the Saudi digital environment.

The current study focuses on analyzing the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030 by monitoring indicators of accuracy and information verification, objectivity, balance, transparency, professional responsibility, and misinformation avoidance. It also analyzes the consistency of this content with national strategic communication requirements regarding message clarity, coherence, alignment with national goals, and the prominent display of Saudi Vision 2030, its strategies, results, and achievements.

1.1 Study Objectives

The study aims to achieve the following Primary Objective:

- Analyze the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030, and uncover the extent of this content's alignment with national strategic communication requirements.

The primary objective branches into the following Secondary Objectives:

1. Measure the level of implementation of accuracy and information verification standards in Saudi digital content related to Saudi Vision 2030.
2. Analyze the level of adherence to objectivity, balance, transparency, and professional responsibility standards when addressing issues and initiatives tied to Saudi Vision 2030.
3. Monitor prominent professional and ethical practices and challenges revealed through the analysis of Saudi digital content related to Saudi Vision 2030.

4. Analyze the degree of alignment between the professional and ethical characteristics of Saudi digital content and national strategic communication requirements concerning message clarity, consistency, and the highlighting of national strategy goals.

1.2 Problem Statement and Research Questions

The study problem lies in uncovering the level of compliance with professional and ethical standards in Saudi digital content associated with Saudi Vision 2030 and analyzing the alignment of these standards with national strategic communication requirements by examining the nature of media treatment accorded to national issues and initiatives within digital content.

Accordingly, the study seeks to answer the following Main Research Question:

What is the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030, and to what extent does it align with national strategic communication effectiveness requirements?

The main question yields the following Sub-Questions:

1. What is the level of implementation of accuracy and information verification standards in Saudi digital content related to Saudi Vision 2030?
2. What is the level of adherence to objectivity, balance, transparency, and professional responsibility standards in addressing issues and initiatives associated with Saudi Vision 2030?
3. What are the prominent professional and ethical practices and challenges revealed by the analysis of Saudi digital content related to Saudi Vision 2030?
4. To what extent do the professional and ethical characteristics of Saudi digital content align with national strategic communication requirements in terms of message clarity, consistency, and the highlighting of national strategy goals?

1.3 Study Hypotheses

- **Hypothesis 1:** There is a statistically significant positive correlation between the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030 and the level of content alignment with national strategic communication requirements.
- **Hypothesis 2:** There are statistically significant differences in the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030 according to the type of media platform and content source.

1.4 Theoretical Framework

1.5 Dialogic Communication Theory in the Digital Environment

This study is grounded in Dialogic Communication Theory as an appropriate theoretical framework to investigate the relationship between digital media ethics and national strategic communication effectiveness within the Saudi digital environment. The theory marks a paradigm shift from one-way communication models to interactive, responsive, and open models centered on relationship-building between institutions, their audiences, and stakeholders. It posits that communication is not achieved merely by transferring information from an organization to the public, but through an ongoing process of interaction, information exchange, and mutual responsiveness. Consequently, successful digital communication depends not only on an organization's ability to produce and disseminate messages, but on its capacity to listen to the public, understand their needs, and provide opportunities for interaction, participation, and feedback.

This theory gains special significance in the digital environment, where audiences are no longer passive message receivers; rather, they are active participants in producing, circulating, commenting on, reinterpreting, and sharing content. Furthermore, institutions operate within an open, multi-platform communication environment where official messages intertwine with public interactions and user-generated content. From this perspective, digital media ethics cannot be separated from the communicative relationship established between an institution and its public. Accuracy, transparency, objectivity, and professional responsibility form essential foundations for credibility and trust, while dialogue, interaction, and responsiveness serve as core mechanisms translating these values into effective communicative practice. Additionally, integrating critical thinking, advanced technologies, and pedagogical frameworks remains essential for optimizing technological opportunities while mitigating associated risks (Elmahdi, AbdAlgane, & Balla, 2024; Elmahdi, AbdAlgane, Hamid, Balla, & Ibrahim, 2025). Furthermore, leveraging advanced artificial intelligence applications in academic environments plays a pivotal role in shaping methodical awareness and sustainable digital practices (Abdalrazig, Elmahdi, & Alotaibi, 2026).

2. Historical Background of Dialogic Communication Theory

Modern roots of dialogic communication theory trace back to shifts in communication thought from linear and persuasive models toward interactive and relational models. This evolution was tied to a growing focus on institutional-audience relationships, shifting the perception of audiences from message targets to active participants in the communication process. Within public relations and corporate communication, Kent and Taylor made a foundational contribution by studying web capabilities for relationship-building. In 1998, they demonstrated that the electronic environment could transcend information dissemination to foster dialogue- and interaction-based relationships. Kent and Taylor further expanded this direction in 2002 by introducing a dialogic

theory of public relations, emphasizing reciprocal organizational-public relationships rather than solely institution-controlled communication.

The theory rests on principles designed to transform electronic platforms into participatory, interactive environments. Key principles include providing useful information, ensuring ease of use, encouraging repeat visits, offering interactive opportunities, and establishing a Dialogic Loop allowing audiences to send feedback, questions, and comments while enabling organizational response. With the rise of social media, the theory experienced significant advancement: communication shifted from institution-controlled websites to interactive platforms where users generate content, comment, reshare, and shape public discourse. Consequently, dialogic communication is no longer restricted to technical features permitting comments or sharing, but is tied to actual interaction, responsiveness, openness, and relationship management.

Within this framework, Zhou and Xu (2022) applied dialogic principles through the perspective of platform Affordances, confirming that the nature of dialogue is influenced by platform affordances provided to institutions and audiences and how they are leveraged to build interaction and relationships. Historically, the theory thus evolved from a focus on enabling dialogue to studying how the digital environment facilitates interaction, responsiveness, participation, and relational building.

3. Dialogic Communication in the Digital Environment

Digital transformation has reshaped the communication process across its actors, roles, and pathways. Organizations are no longer sole information sources, and audiences are no longer mere message receivers; users can now comment, reshare, participate, and produce new content linked to original messages. This transformation renders digital communication more open and interactive, involving multiple actors in meaning-making and circulation. A message generated by an official entity can readily become a subject of discussion, interpretation, and reproduction across various digital platforms and communities.

Digital dialogic communication is thus founded on key practices: information provision, interaction, responsiveness, openness, and human voice. Dialogue here does not merely denote technical comment features; it signifies an organization's capacity to enter into an ongoing communicative relationship with the public, leverage feedback and notes, and respond to queries and issues. These practices become vital in communication linked to Saudi Vision 2030 given the multitude of national programs, initiatives, projects, diverse target segments, and varied digital platforms utilized for outreach. Dialogic communication in this environment serves as an approach to analyze whether digital content transcends mere information display to engage and involve the public.

4. Dialogic Communication and Communicative Ethics

Communicative ethics are directly linked to dialogic communication because effective dialogue relies on trust and credibility—values heavily influenced by content quality, credibility, and professional responsibility. Content characterized by accuracy, objectivity, and transparency fosters a trustworthy communicative environment, whereas ambiguity, selectivity, or inaccuracy weakens organizational-public relations, even amid high interaction levels. Recent studies indicate that timing, responsiveness, and human voice correlate with public perception of communication ethics, and that perceived communication ethics play a role in building trust and relationships on social media (Cheng & Lee, 2023). Ethics do not represent a dimension separate from dialogic communication; rather, they are a prerequisite ensuring its transformation from technical interaction into a responsible, trust-based communicative relationship.

5. Core Principles of Dialogic Communication in the Digital Environment

The principles relevant to this study span several key dimensions:

1. **Provision of Useful Information:** Serving as the starting point for dialogic communication, effective dialogue cannot occur amid information scarcity or ambiguity. This entails delivering clear, accurate, sufficient, and audience-relevant information, aligning with the information-utility principle central to digital dialogic communication (Kent, Sommerfeldt, & Yang, 2018). In the context of Saudi Vision 2030 digital content, this includes presenting data regarding programs, initiatives, projects, results, and relevant indicators in a manner enabling audiences to grasp message content and dimensions. Information quality, clarity, accuracy, and utility matter just as much as volume. Applied Arab studies emphasize information accessibility as a core practice of digital dialogic communication (Ishaq, 2020; Zaitili, 2024).
2. **Interactivity:** Interaction shifts audiences from passive receivers to active participants. It encompasses commenting, sharing, questioning, opinion-expressing, and communicating with institutions, alongside organizational capability to monitor and handle such interactions. Dialogic theory stresses that digital environments transcend one-way communication to offer participatory relationship-building (Kent & Taylor, 2002). Recent studies note that social media dialogic principles correlate with varied public engagement levels, though organizations frequently utilize digital platforms for information dissemination rather than mutual dialogue (Sommerfeldt & Yang, 2018). Thus, high interaction counts do not automatically equate to true dialogue unless coupled with genuine organizational response and participation.
3. **Responsiveness:** Responsiveness reflects an organization's readiness to address public inquiries rather than merely broadcasting messages. It involves managing questions, feedback, providing supplementary data, correcting inaccuracies, and engaging with public concerns. This practice links to the dialogic loop, serving as a core principle introduced by Kent and Taylor (1998, 2002). Responsiveness ties directly to ethical dimensions because ignoring audience queries or failing to correct misinformation undermines trust and credibility.

4. **Transparency and Openness:** Transparency is a pillar of dialogic communication, requiring relevant information provision without selective messaging. In digital content, transparency means presenting information clearly and comprehensibly without concealing necessary context, while respecting regulatory and professional requirements. This aligns with dialogue as an open process respecting public interests rather than a mere persuasion tool (Kent & Taylor, 2002). Modern strategic communication literature shows that transparency-institutional communication dynamics have grown complex in digital environments, balancing communication consistency with openness and participation (Christensen & Christensen, 2018).

6. Theory and the Multi-Platform Digital Environment

The digital environment is characterized by multi-platform distribution and diverse audiences where content flows across channels, undergoing reproduction and reinterpretation. This plurality transcends single-channel paradigms, embedding communication within interconnected platform networks varying in audience traits, interaction affordances, and presentation styles. Applications of dialogic theory have expanded from websites to blogs and social media (Wirtz & Zimbres, 2018).

Dialogic theory thus enables the analysis of communication practices across official sites, social platforms, applications, and news outlets while focusing on information accessibility, interaction, responsiveness, and dialogue. It also evaluates institutional capacity to maintain communication consistency across varied platforms and audiences without diluting message clarity or professional/ethical standards. This matches strategic communication, which views communication as an integrated, purposeful process serving organizational goals and stakeholder relations (Zerfass, 2018).

7. Dialogic Communication Theory and National Strategic Communication

Strategic communication involves the systematic, purposeful use of communication to achieve organizational goals and build stakeholder relations. Hallahan (2007) defined it as the purposeful use of communication by an organization to fulfill its mission, while Zerfass et al. (2018) expanded it to purposeful communication for engaging in strategically vital dialogues to achieve entity goals. In the digital environment, strategic communication is increasingly tied to interaction, participation, and relationship management. Dialogic theory provides a foundation connecting communication ethics with strategic effectiveness through credible, trust-building professional practices coupled with dialogue and responsiveness (Kent & Taylor, 2002).

National strategic communication rests on message clarity, alignment with national goals, and audience reach to build shared understanding. Dialogic practices enhance strategic communication effectiveness by opening avenues for public interaction, helping institutions understand audience needs and refine practices. Applied Arab research demonstrates the significance of social media dialogic practices in Saudi government public relations (Yinksar, 2024).

8. Methodology

8.1 Research Design

The study adopted a descriptive-analytical approach using quantitative content analysis, fitting objectives aimed at uncovering professional and ethical compliance in Saudi digital content related to Saudi Vision 2030 and evaluating its alignment with national strategic communication requirements. Content analysis converts communication messages into classifiable, measurable, and comparable data.

8.2 Study Population

The population comprised official digital content associated with Saudi Vision 2030, national strategies, programs, and initiatives published between January 1 and December 31, 2025, via the Saudi Press Agency (SPA) and the Ministry of Media. These two sources were purposely selected for their direct role in producing and publishing national media and communication content. SPA served as the primary source for official news, while the Ministry of Media served as the institutional source for initiatives, programs, and media campaigns. After initial sorting and application of inclusion/exclusion criteria, the population totaled 3,000 media and digital items (2,200 from SPA and 800 from the Ministry of Media).

8.3 Study Sample

Using proportionate stratified sampling to account for differing volume between sources, the final sample comprised 350 items (~11.7% of the total population), distributed as follows:

- **Saudi Press Agency (SPA):** 257 items ($350 \times 2200 \div 3000 = 257$)
- **Ministry of Media:** 93 items ($350 \times 800 \div 3000 = 93$)

Duplicate items, non-Vision 2030 items, and non-editorial items lacking required analysis units were excluded.

8.4 Analysis Instrument

The coding sheet utilized a three-point scale for each indicator: 0 = Unfulfilled, 1 = Partially Fulfilled, 2 = Highly Fulfilled.

Axis / Dimension	Main Axes	Indicators
Axis I	Professional and Ethical Standards	Accuracy & Verification — Objectivity & Balance — Transparency — Professional Responsibility — Misinformation Avoidance
Axis II	National Strategic Communication	Message Clarity — Message Consistency — Alignment with National Goals — Highlighting Vision 2030 & Strategies — Highlighting Results & Achievements
Axis III	Content Characteristics & Communicative Context	Target Audience — Topic Clarity — Producing Entity — Digital Media Deployment — Data & Evidence

8.5 Instrument Validity and Reliability

- **Validity:** The coding sheet was reviewed by specialized jury members in media, communication, and research methodology to ensure category suitability, operational definitions, and comprehensiveness, followed by a pilot study.
- **Reliability:** Tested using a 10% pilot sample coded independently by the researcher and an independent coder. **Krippendorff's Alpha** yielded **0.91**, indicating high inter-coder agreement (Mohammed bin Yahya Al-Sabti & Abdul-Halim Mousa Yagoub, 2025).

8.6 Discussion of Results

Research Question 1: What is the level of compliance with professional and ethical standards in Saudi digital content related to Saudi Vision 2030?

Indicator	Unfulfilled (0)	Partially Fulfilled (1)	Highly Fulfilled (2)	Mean	Std. Deviation
Accuracy & Verification	15 (4.3%)	70 (20.0%)	265 (75.7%)	1.71	0.54
Objectivity & Balance	32 (9.1%)	98 (28.0%)	220 (62.9%)	1.54	0.66
Transparency	45 (12.9%)	115 (32.9%)	190 (54.2%)	1.41	0.70
Professional Responsibility	24 (6.9%)	82 (23.4%)	244 (69.7%)	1.63	0.61
Misinformation Avoidance	18 (5.1%)	65 (18.6%)	267 (76.3%)	1.71	0.55
Axis Overall Mean	—	—	—	1.60	0.61

The results show a high overall level of compliance with professional and ethical standards (Mean = 1.60, SD = 0.61). Accuracy & Verification and Misinformation Avoidance scored highest (Mean = 1.71), reflecting the rigorous factual demands of national projects and official institutional communication. Professional Responsibility scored 1.63, while Transparency scored lowest (Mean = 1.41), indicating that while core facts are accurate, content tends to focus heavily on achievements and goals rather than exhaustive contextual data disclosure.

Research Question 2: To what extent does Saudi digital content align with national strategic communication requirements?

Indicator	Unfulfilled (0)	Partially Fulfilled (1)	Highly Fulfilled (2)	Mean	Std. Deviation
Message Clarity	18 (5.1%)	78 (22.3%)	254 (72.6%)	1.67	0.57
Message Consistency	22 (6.3%)	85 (24.3%)	243 (69.4%)	1.63	0.60
Alignment with National Goals	12 (3.4%)	58 (16.6%)	280 (80.0%)	1.77	0.49
Highlighting Vision 2030 & Strategies	14 (4.0%)	62 (17.7%)	274 (78.3%)	1.74	0.52

Indicator	Unfulfilled (0)	Partially Fulfilled (1)	Highly Fulfilled (2)	Mean	Std. Deviation
Highlighting Results & Achievements	30 (8.6%)	91 (26.0%)	229 (65.4%)	1.57	0.64
Axis Overall Mean	—	—	—	1.68	0.56

This axis recorded the highest overall mean (1.68). Alignment with National Goals scored highest (Mean = 1.77; 80.0% highly fulfilled), demonstrating robust integration with Vision 2030 directives. Highlighting Results & Achievements scored lowest in the axis (Mean = 1.57), suggesting room to expand empirical evidence and outcome-based reporting alongside goal promotion.

Research Question 3: What is the level of utilization of content characteristics and communicative context in Saudi digital content related to Saudi Vision 2030?

Indicator	Unfulfilled (0)	Partially Fulfilled (1)	Highly Fulfilled (2)	Mean	Std. Deviation
Target Audience Identification	20 (5.7%)	90 (25.7%)	240 (68.6%)	1.63	0.59
Topic Clarity	10 (2.9%)	60 (17.1%)	280 (80.0%)	1.77	0.48
Producing Entity Identification	8 (2.3%)	45 (12.9%)	297 (84.8%)	1.83	0.44
Digital Media Deployment	45 (12.9%)	110 (31.4%)	195 (55.7%)	1.43	0.71
Data and Evidence	35 (10.0%)	105 (30.0%)	210 (60.0%)	1.50	0.67
Axis Overall Mean	—	—	—	1.63	0.58

Contextual characteristics scored high overall (Mean = 1.63). Producing Entity Identification achieved the highest score across all measured indicators (Mean = 1.83; 84.8% highly fulfilled), reinforcing source transparency. Conversely, Digital Media Deployment scored lowest (Mean = 1.43), indicating uneven exploitation of rich multimedia and interactive digital affordances.

Research Question 4: Are there statistically significant differences between SPA and Ministry of Media content in professional/ethical compliance and strategic communication requirements?

Indicator	SPA Mean	Ministry of Media Mean	Mean Difference	Sig. Level
Professional & Ethical Standards	1.64	1.49	0.15	0.030
National Strategic Communication	1.72	1.57	0.15	0.014
Content & Context Characteristics	1.66	1.55	0.11	0.051
Overall Index	1.67	1.54	0.13	0.012

Results indicate statistically significant differences favoring SPA in professional standards ($p = 0.030$) and strategic communication ($p = 0.014$), reflecting institutional and functional variations between a specialized news agency and a ministerial communication body. No significant difference emerged in content context characteristics ($p = 0.051$).

8.7 Hypothesis Testing

- **Hypothesis 1 Test:** Pearson correlation revealed a **strong positive correlation** ($r = 0.72, p = 0.000$) between professional/ethical compliance and national strategic communication alignment, confirming **Hypothesis 1**.
- **Hypothesis 2 Test:** Independent samples showed significant differences based on media platform ($p = 0.018$, favoring websites over social media) and content source ($p = 0.030$, favoring SPA over the Ministry of Media), confirming **Hypothesis 2**.

9. Conclusion

The study demonstrates that Saudi digital media linked to Saudi Vision 2030 functions as an advanced component of national strategic communication rather than mere information dissemination. High adherence to professional and ethical standards correlates strongly with strategic communication efficacy. Nevertheless, areas for enhancement include bolstering transparency, incorporating richer empirical data and evidence, expanding multimedia and interactive tool deployment, and tailoring content across diverse digital platforms. Furthermore, preparing media education for smart transformation and understanding modern transformations in journalistic practices remain critical for future curriculum development and labor market alignment (Abdalrazig & Al-Otaibi, 2026a; Abdalrazig & Al-Otaibi, 2026b).

9.1 Recommendations

1. Strengthen adherence to professional and ethical standards across all digital platforms publishing Vision 2030 content.
2. Develop specialized professional and ethical guidelines tailored to the unique affordances of various digital platforms.
3. Enhance the integration of verified data, evidence, and primary sources prior to digital publication.
4. Expand professional training programs for digital media practitioners focusing on verification, transparency, and responsibility.
5. Conduct periodic empirical studies to assess digital content quality and strategic alignment.

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