

MA Thesis Opponent's Review

Name of Author	Bc. Ahmed Fihaili
Title	The Impact and Role of Social Media Networks on Arab Spring: Egyptian Revolution Case Study
Programme/Form	Media Communications, full-time
Academic Year	2012/2013
Full Name of Reviewer	PhDr. Dagmar Weberová, Ph.D.

Rated parameter	Weight	Rating
1 Topicality and extent	40	a
2 Choice of goals and methods	30	a
3 Quality of theoretical part	50	a
4 Quality of analytical part	50	a
5 Quality of project part	50	a
6 Meeting of goals	60	a
7 Structure and logic of text	40	b
8 Quality of sources and work with sources	30	a
9 Innovativity, creativity and usability of proposed solution	20	a
10 Linguistic and formal qualities	20	b
Proposed rating based on weighted average	1,10	A

Comments and rating:

The thesis deals with the importance of Social Media Networks during the period of social unrest in Egypt and several other countries in North Africa and the Middle East. In the theoretical part, Social Networks Sites are defined, carefully described and satisfactorily explained. Well-stated research questions were answered in carefully prepared interviews carried out with activists, experts, and journalists. In the project part, the author suggests the use of SMN in political marketing, which is, as we are all aware of, a feasible issue. Minor language discrepancies have no serious impact on understanding the text. For the purposes of this thesis, the author used a huge number of relevant sources (pp. 155 – 169). All in all, this thesis provides readers with a highly interesting, detailed, and in-depth analysis of the powerful role of SMN, which, despite many governmental obstacles, finally resulted in significant political changes particularly in Egypt and Tunisia.

Defense questions:

1. Briefly summarize the main disadvantages of Twitter. Why do you think Twitter is not as powerful as, for example, Facebook and You Tube?
2. What are some of the main differences between SMN and television in Egypt? Can these findings be generalized for other countries?

Zlín, 12 May 2013

Reviewer's signature:

Rating according to the ECTS scale:

A = 1.00-1.24, B = 1.25-1.50, C = 1.51-2.00, D = 2.01-2.50, E = 2.51-3.00, F = 3.01