



**Developing internal communication using Modern digital methods**  
experimental study in German University in Cairo

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*Received: 01/06/2020*

*Accepted: 30/12/2020*

*Published: 28/7/ 2021*

**Abstract:**

The study explains digital media and online communication tools as a powerful tool that can be used for internal communication, Because of their unique attractive and rich digital media content characteristics, Locating and experimenting these in Preparing rich media effective educational content, evaluations , registrations, forms and Competitions could offer a deeper look into internal communications Modern digital methods , The result of the model has demonstrated that it is possible to use this time of model to produce a usable Digital media internal communication method.

**Keywords:** keywords; keywords; keywords; keywords; keywords.

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## **1. INTRODUCTION**

Using the modern digital methods and online communication to develop internal communication experimental in Faculty of Applied Sciences and Arts, German University in Cairo was our powerful tool used for internal communication with its unique features associated with Modern digital methods to develop the internal communication ways and to improve the quality of communication in our workshops using their unique attractive and rich digital media content characteristics.

Locating and experimenting these by Preparing rich media effective educational content, evaluations and registrations forms offered a deeper look into internal communications Modern digital methods , and it was much better in management of performance and the competitiveness of human capital after implementing digital media content as part of this internal communication without going into traditional forms, thus saving time, money and reducing the risks associated with human's field localities.

The study worked on the experimental method by using workshops in faculty of applied arts works with 6 workshops with limited number of participants students for each of them in different dates with different supervisors with lots of data managements through internal communication, using online shared system to communicate and manage between supervisors, admin and students applying all needs Using Modern digital methods and The result of the model has demonstrated that it is possible to use this type of model to produce a usable Digital media internal communication method.

### **1- Research of the study**

The Role of Internal communication in the management of performance and the competitiveness of human capital in public and private organizations

### **2- Problem of study**

The problem was how can we build and improve the internal communication system for Faculty of Applied Sciences and Arts workshops between supervisors and students in the German University in Cairo.

### **3- The Aims of the study**



using modern digital methods to improving the internal communication for workshops between supervisors and students and develop internal communication experimental in Faculty of Applied Sciences and Arts, German University in Cairo .

#### **4- Questions of the study**

1. What is the modern digital methods to develop internal communication experimental?
2. How can we Link all workshop supervisors through one admin online system?
3. Analyzing and reporting system
4. Does these methods saves time, money and reduces the risks associated with human's field localities ?

#### **5- Research Methodology**

The study work on the experimental method by using workshops in faculty of applied science and arts , in the German university in Cairo,

#### **6- Research Hypotheses**

The study method was developing a model that could locate these unique digital media features through internal communication without going into traditional forms of it, thus saving time, money and reducing the risks associated with human's field localities.

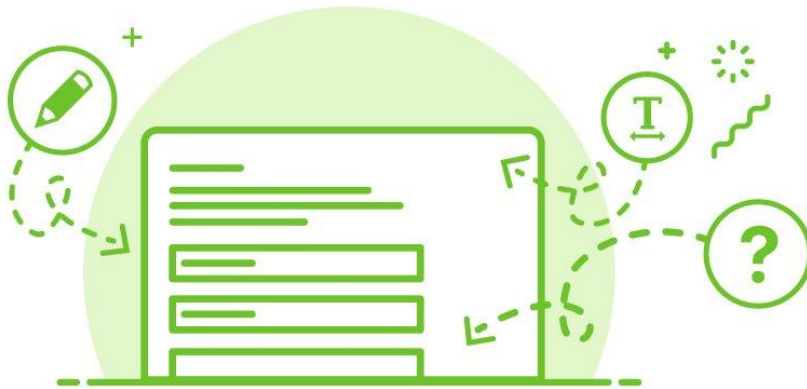
#### **7- The Results**

##### **Building an online registration system**

The explosion of blogs, social networking sites, wikis, video sharing sites, and other powerful digital communications platforms may be the biggest game-changer to impact business since mechanized manufacturing. the smartest companies worldwide are responding with bold new digital communications strategies based on transparency, authenticity, and inclusion, instead of secrecy, artificiality, and exclusion. And Enrolling students into a workshops was very difficult, critical, and important process. Students are required to first be registered in order to obtain positions in the selected workshop. Managing registration of all the students is thus very complex and sophisticated process by using old, conventional methods, i.e. the manual method. Communication between different parties working with registration activities is very difficult. Accuracy maintenance as far as keeping records for students is concerned, is also very difficult. The main outcome is to

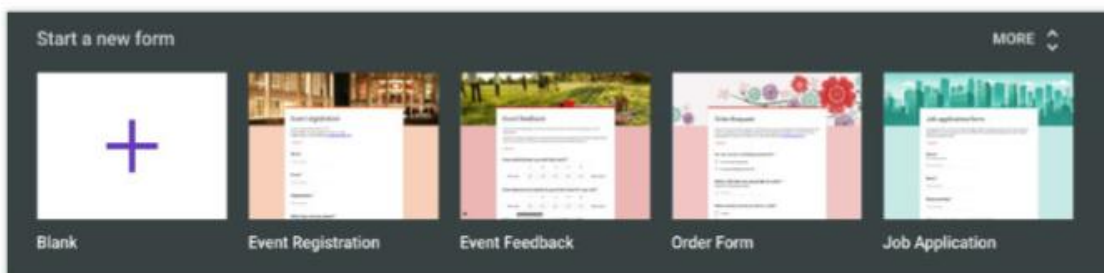


computerize everything related to registering students and keeping of relevant information. To do so an Input-Process-Output Model was used to introduce an Online Registration System which helped a lot in reducing the errors resulted in different ways and which in turn affected the correctness of the student records and results,



The online Workshops registration system used google Suite forms , where You can create forms, quizzes, RSVPs, and more with Google Forms. Share a form with people and track responses. and to gather data for spreadsheets in Google Sheets using the following steps in fig 2 :

- 1 Go to [google.com/forms](https://www.google.com/forms)
- 2 Choose from the templates, or a start from a blank slate.



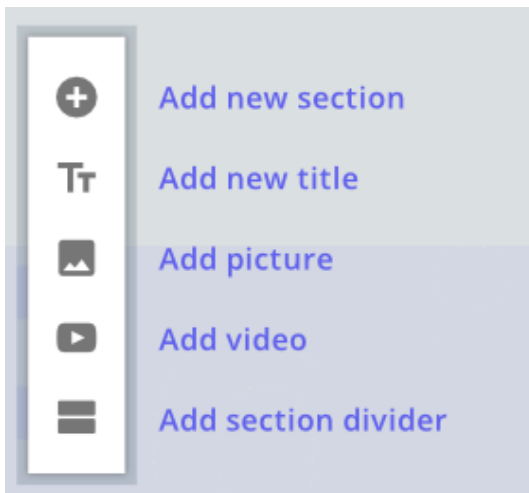
Or you can create a form within a spreadsheet where you want to save the data.  
*Tools > Create a Form*

We started to add form descriptions with terms and conditions , also we have added supervisors contact emails for any further information or questions .

Inside the form we have used the floating sidebar to add different types of questions using the best types that fits question objectives and based on students workshops selected workshop .

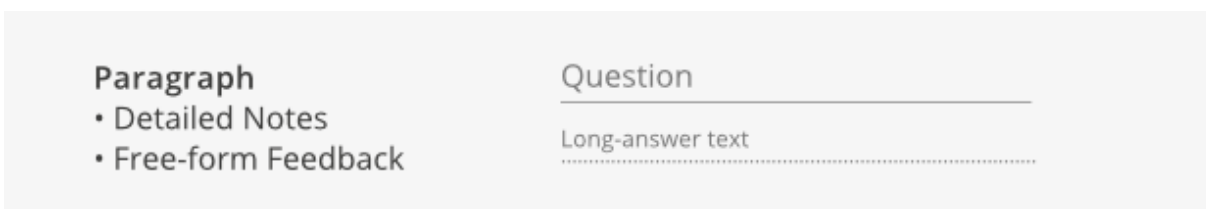


## 8.1 Questions



Google forms offers different ways for each selected like the image shown in the above fig 3 when we Click Add To the right of the question title, then we choose the type of question we want.

We should the possible responses to your question. And To prevent people from not answering we turn on Required and the right bottom for each question .



In the Paragrah type People can write long answers over one or more paragraphs like the above fig 4

And You can create a grid where people can select one answer per row like fig 5 below

### Multiple Choice

- "Which do you prefer" questions
- "Yes/No/Maybe" questions





And To limit people to one choice per column, at the bottom right of the question, click More .

Also we shuffle the row order, at the bottom right of the question, from More .

Check boxes questions is Where we can create a grid where people can select one or more answers per row and To limit people to one choice per column, like fig 6 below and at the bottom right of the question, we can choose from More .

#### Checkboxes

- "Which do you agree with?" questions
- "Select any that are correct" questions

#### Question

- ☐ Option 1
- ☐ Option 2

Using dropdown People can choose between a set of options like fig 7 below

And Based on a person's answers, we can send them to a certain section of the form

#### Dropdown

- Questions like country you live in
- Use to keep your form compact when you have many answer options

Linear scale is one of the most important questions types that can be used with People to rate your question on a scale like fig 8 below , scale can start at 0 or 1 and can end on a whole number from 2 to 10. Also you can set a label for each end of the scale.

#### Linear Scale

- Rank your experience
- "How likely are you to..." questions

The Multiple choice grid is used to create a grid where people can select one answer per row.



To limit people to one choice per column, at the bottom right of the question and To shuffle the row order, at the bottom right of the question, we can choose from More like in the fig 9 below.

### Multiple Choice Grid

Add questions to rows.  
Add options about these questions to columns.

*Note:*

6+ columns require scrolling on desktop  
3+ columns require scrolling on mobile.

Students can fill out any date in this boxes like in the below fig 10 and To include the year or time, at the bottom right of the question, just choose from More

Also students can fill out the time or duration. And use more To switch between time or duration, at the bottom right of the question.

### Date

- Log activity
- Schedule an event or appointment

### Question

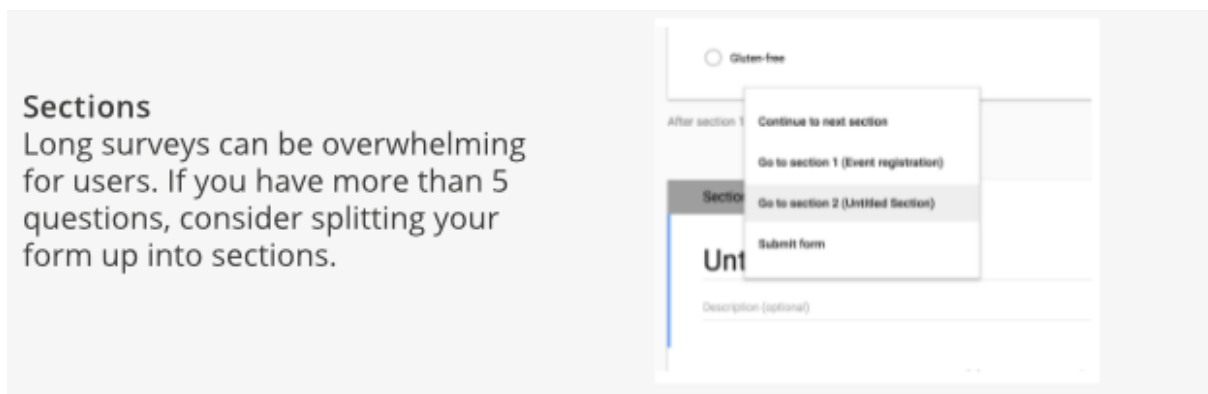
- ☐ Option 1
- ☐ Option 2

### Time

- Tracking activity duration

## 8.2 Sections

creating sections was one of the professional options that can be used to divide the registration form for more different sections and phases that helped us in arranging our registration form steps with better internal communication with our students while registration for their workshops like in fig 11 below .



We can also jump to a specific Sections based on a certain selections or choices , which was so powerful options to manage each workshop dates and locations separately without any confusing to our students like in fig 12 below

### Logic Jumps

Send people to specific sections based on their answer.

## 8.3 google Apps

We have also used some google apps like formLimiter which automatically sets Google Forms to stop accepting responses after a maximum number of responses, at a specific date and time, or when a spreadsheet cell contains a specified value.

Also Choice Eliminator which eliminate options from a multiple-choice, dropdown, or checkbox type of question. Great for signing up for time slots or having students choose topics without doubling up. Version 2 uses spreadsheet functions to keep the results up-to-date, besides being more reliable when using limits, this allows you to restore eliminated choices and set the order.

one more app was Form Notifications which Creates and configure email notifications for response thresholds and Form respondents.

This add-on allows users to automate email notifications for:

1. Form respondents - Configure messages that are delivered as individuals submit the Forms submission



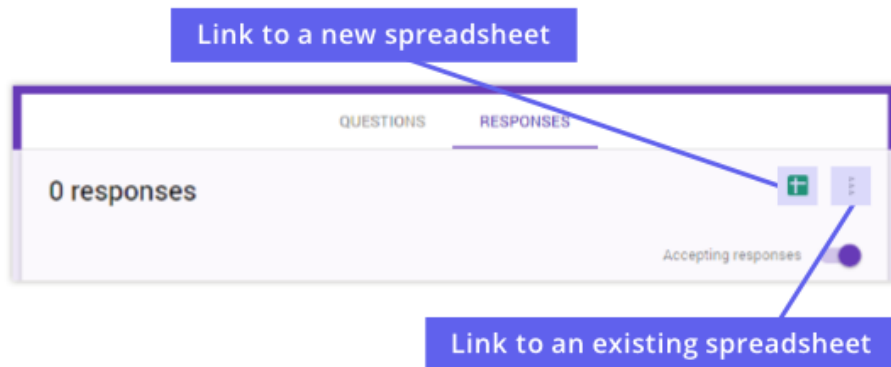


2. Form owners and editors - Configure messages that are delivered to you (as the creator of the Form), or other collaborators, on predetermined response thresholds.

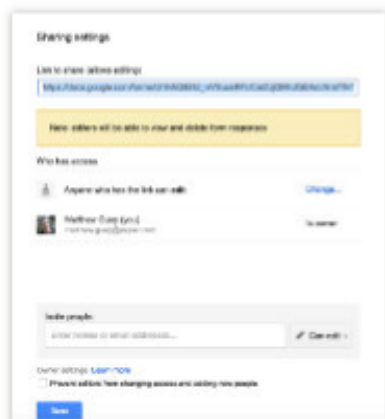
## 8.4 Responses

### Collecting Responses

All responses are automatically stored in the **Responses** tab.



We have collected all of the responses in an editable excel sheet like in fig 13 above. that have been shared with workshops supervisors with specific permissions for everyone of them based on his rule regarding supervising and managing his workshop like in fig 14 below.

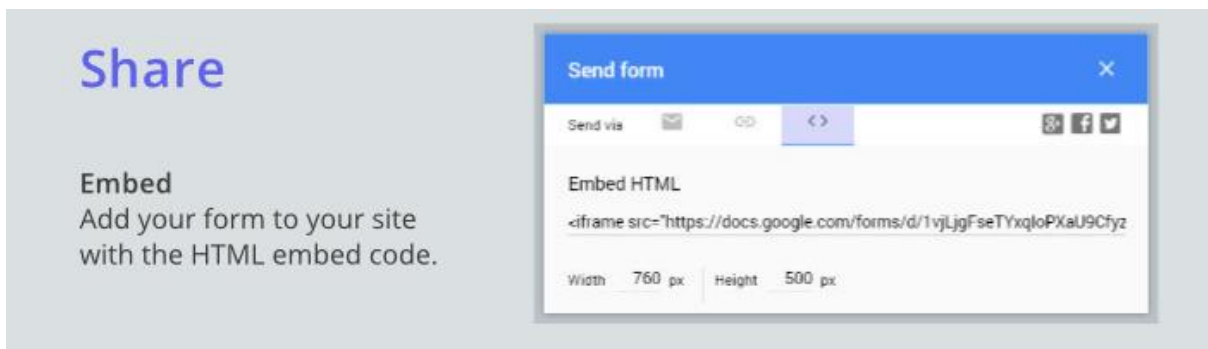


### Collaboration

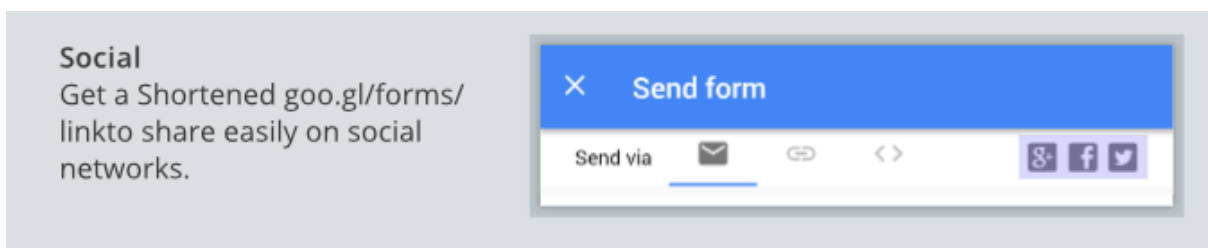
Give specific people permission to edit.  
Allow anyone with a link to edit.  
Publish to the web.

## 8.5 Sharing

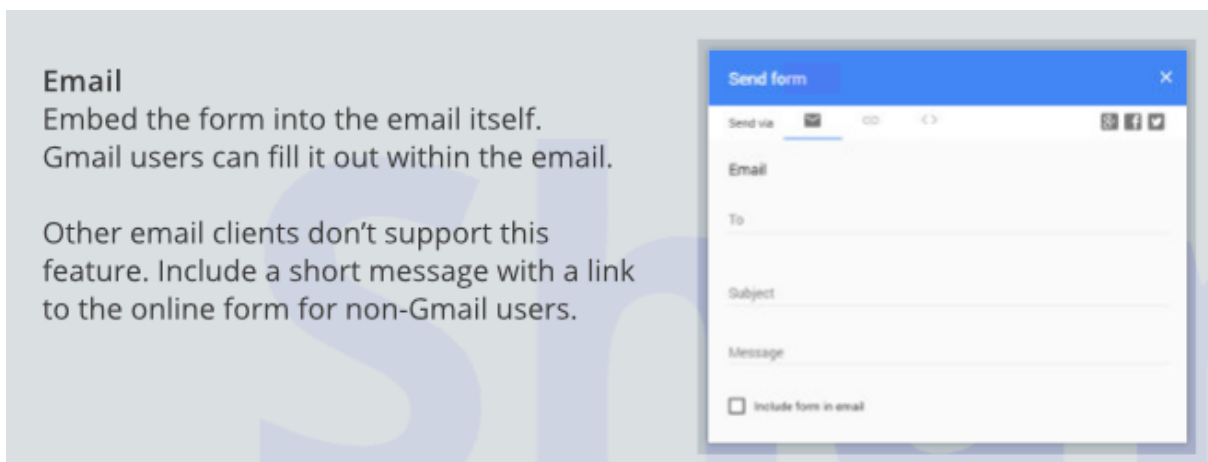
The form can easily be shared with students to find and fill , first by embedding inside our website using generated html code like in fig 15 below



second through mobile messages or social media groups by shorten the URL for the form and share online like in fig 16 below

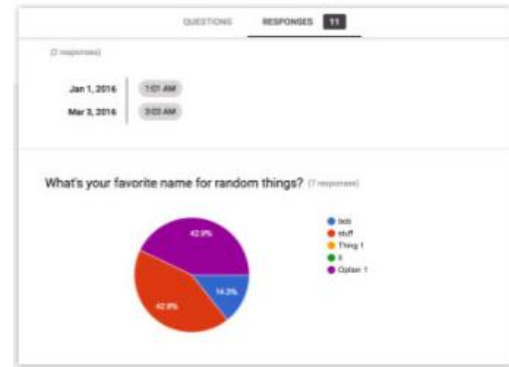
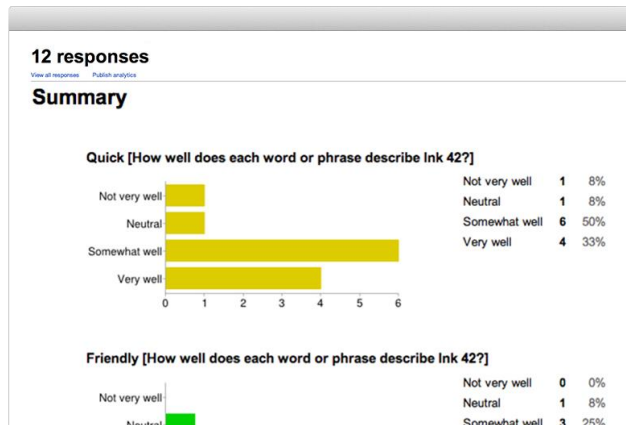


and finally though the most popular way using embed form inside emails like in fig 17 below .

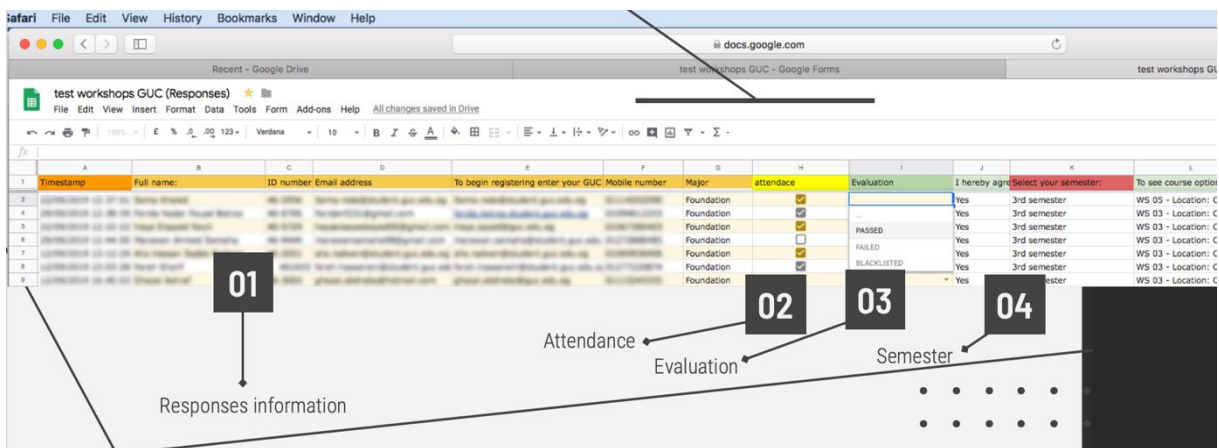


## 8.6 Organized & analyzed

Responses to your surveys are neatly and automatically collected in Forms, with real time response info and charts. Or, take your data further by viewing it all in sheets. Analyze responses with automatic summaries like in fig 18 and 19 below



Watch responses appear in real time. You can also access the raw data and analyze it with google sheets like in fig 20 below having the internal communication system between the supervisors , admins and stuff members.





## **8- Conclusion**

1. The Conclusion of the model has demonstrated that it is possible to use this type of model to produce a usable Digital media internal communication method.
2. Digital media content is a very important factor to improve and develop internal communication
3. The result of using this model made us deliver relevant information to the right stuff member and even students at the right time, wherever they are.
4. Using Digital media Tools Made us Reaches whatever audience we want with multiple topics using interactive design and in a way they remember – targeted, personalized and relevant content for optimal impact.
5. Google Suite is Everything you need in one package, Connect, Create, Access and Control
6. Studying internal communication objectives before using each type of question in digital forms
7. Analyzing Data through digital reporting charts and graphs
8. reducing the risks associated with human's field
9. saving time and money and green friendly when using digital media tools for internal communication
10. Green friendly ( paperless ) when using digital media tools for internal communication
11. Digital media tools helped us to create a startup online video explaining all steps and topics related to the workshop registration which made it easy for all internal communication members to access and watch before starting the registration process.
12. Google Forms was generating automated interactive graphical reports and statistics that have been used and shared between all workshops admins and supervisions to ease understanding large quantities of data and the relationships between parts of the data.

## **9- Recommendations**



1. Using Google suite as one of the best digital media tools for internal communication
2. Using Digital media Tools for Internal communication in the management of performance and the competitiveness of human capital in public and private organizations
3. Using Modern digital interactive design enables us to get relevant information to the right people at the right time, wherever they are.
4. Digital media Tools Reaches whatever audience you want with multiple topics in a way they remember – targeted, personalized and relevant content for optimal impact.
5. Teaching Academics and supervisors how to use digital media tools for communicating, management and evaluating in educational institutes .
6. Implement and use Modern digital methods to develop internal communication, in the German university in Cairo.

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