THE SAUDI MONARCHY @KINGSALMAN: EMOTIONAL CHOICE ON VIRTUAL SPACE

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ABSTRACT

The purpose of this study is to explore how social media can provide leaders an emotional choice for virtual expression online. The study's case is the Saudi Monarchy, presented in the Twitter account of Saudi King Salman. It addresses the emotional aspects of communication via a Twitter account with local and international audiences while exploring the dark emotional choice of expression that the Monarchy wants to convey in different mediums. The research design builds on the dramaturgical approach and Lasswell's communication model to explore King Salman's Twitter posts, both on the frontstage (traditional media) and the backstage (Twitter). The systematic review indicates that social media, from emotional expression, lapse in the literature. The analysis considers the emotional communication of the significant events in Saudi Arabia from January 2015 to December 2015. The findings depict that the social media platform (Twitter) provides an emotional expression for lighter shades of dark emotions, while darker shades of emotions are expressed more visibly on traditional media outlets. This paper discusses a new perspective to review leadership identity via virtual communication and explores their emotional choices through Twitter posts. The paper concludes with some justifications for the leadership's emotional choices directed by emotional intelligence.

Keywords: *King Salman, Saudi Arabia, Monarchy-Online, Virtual Space, Dramaturgical Approach, Emotional Choice*

1. INTRODUCTION

Social media incorporates numerous and multifarious set of decision-making activities that are influenced by a high number of specific, general, and environmental issues. It has a light and dark side that effects people's emotions in positive and negative ways. This can make them feel happy, open, empathetic, optimistic, or more lonely, isolated, depressed, insecure, sad, and anxious based on the posts or situations. Social media does not change people's emotions; it just amplifies and extends their emotional tendencies. Similarly, leaders construct and refine their identities online.   They position themselves emotionally the way they want to be perceived. The intensity of emotion that people feel resulting from this can be profound as it changes their outlooks and views. The way leaders portray and share specific information gives people a better sense of who they are and what they care about. It also helps leaders stay connected to the people. The most significant impact of a tweet or post by a leader on social media is associated with the aspects that focus on thoughts about other people or

situations. Leaders' expression of dark emotions can be negotiated differently on the front and backstage of media channels. Expressing negative emotions is usually in defiance of maintaining the social norms of interactions [1]. Nevertheless, it happens, and with the social media prominence worldwide, it was intriguing to explore Twitter, the microblogging social network website, versus all other media channels.

Social media platforms are appealing sites for research due to their ease of access. Of those platforms, Twitter significantly provides a snapshot of the way associations communicate with their audiences [2,3]. Social media platforms are considered suitable venues for people sharing views they would not otherwise express if they were in other's physical presence. It provides an alternative anonymous outlet for those hesitant or unwilling to discuss issues in person.

Emotions play an integral role in how people interact with each other using online channels [4]. Though it can be related to excitement [5], retweeting decision [6,7], and usefulness of online

information [8]. It indicates a contagious response in an online environment [9,10]. Hence, there is evidence of the relevance of emotions in online communication. However, scholars hardly address several domains and lead to a dearth of literature on the leadership aspect and leaders' expression of emotions using online channels and their effect on the target population. This research area lacks a theoretical perspective to study the expression of emotions using social media channels and their effects. The literature's systematic review indicated that limited studies draw from theories on emotions, and some emotional aspects need clarification. Research on emotional expression using social media channels as a priority choice for leaders seems to be a promising start, but still somewhat scattered. A case in point is Saudi Arabia, Monarchy's emotional expression online through the Saudi King's official Twitter account remains scarce in the academic literature. This paper aims to explore the case of the Saudi Monarchy for social media's emotional choice. This is especially interesting due to the Saudi Monarchy expression channels and Twitter's predominance in conveying news in Saudi Arabia. The paper mainly explores Saudi Monarchy's dark emotional expression online through the Saudi King's official Twitter account versus all other mainstream and virtual media channels. The front stage is the channel in which dark emotions are expressed openly and dispersed over multiple mainstream media channels.

In contrast, the dark backstage emotions take a lighter shade and are concentrated and magnified online through Twitter. This main distinction has resulted in differentiating the types of information shared on the back and front stage. The synthesis of literature and analysis of Monarchy's tweets and its expression of shades of dark emotions will compare both front and backstage media communication channels.

The paper begins by presenting the literature review on emotions on social media and then presenting a Goffmanian perspective on dark emotions in organizational life and extending it to virtual space interactions, which has been influential in shaping leadership expression worldwide. The theoretical grounding is then reinforced by building on Lasswell's communication model to explore King Salman's Twitter posts on the front stage (traditional media) and the backstage (Twitter). Afterwards, the paper builds the case for the importance of Twitter as a

choice for leadership expression, following that with a review on the importance of emotional expression. The analysis follows by considering the significant events in Saudi Arabia from January 2015 to December 2015. It depicts the review of 19 tweets of King Salman from January 2015 to December 2015. It includes the BBC country profile timeline for Saudi Arabia's major defining events for 2015. The latter are country-defining events communicated throughout all media channels, whether mainstream or social media, national or international. The data was analysed dramaturgically to detect dark emotional expression in scripts (words or phrases) relating to dark emotions. This was done by following the emotional expression of the significant negative events taking place during 2015, and that was internationally recognised as a major defining characteristic of the country profile that year. It aligns with implications of the shades of dark emotions in leadership expression, transnationality, and the Monarchy identity on Twitter. The conclusion will ultimately suggest some justifications of the dark shades of emotional expression for leadership online communications.

2. SYSTEMATIC REVIEW OF LITERATURE

The literature relating to social media's emotional expression is quite limited, as it is a new terrain of expression. The systematic review indicates four papers (Table 1) related to emotion tracking using social media channels in Saudi Arabia. Web of Science core collection database used to find relevant papers using the search term "social media emotion" and "Saudi Arabia." Three indexes were used to limit the search known as Science Citation Index, Arts & Humanities Citation Index, and Social Science Citation Index, from 1970 to May 2020. Figure 1 depicts the word symmetry in the selected articles from the web of the science database.

Table 1. Systematic Review "Social Media Emotion and Saudi Arabia"

No	Authors	Published in and Type	Topic
1	Alshanqiti, A., Bajnaid, A., Gilal, A. R., Aljasir, S., Alsughayyir, A. and Albouq, S	2020 Journal article	Intelligent Parallel Mixed Method Approach for Characterising Viral YouTube Videos in Saudi Arabia
2	Alharbi, A. A., Alotebii, H. A., & AlMansour, A. A.	2018 Conference proceeding	Towards Measuring Happiness in Saudi Arabia based on Tweets: A research proposal
3	Almanie, T., Aldayel, A., Alkanhal, G., Alesmail, L., Almutlaq, M., & Althunayan, R.	2018 Conference proceeding	Saudi Mood: A Real-Time Informative Tool for Visualizing Emotions in Saudi Arabia Using Twitter
4	Al-Saggaf, Y., & Simmons, P.	2015 Journal article	Social media in Saudi Arabia: Exploring its use during two natural disasters

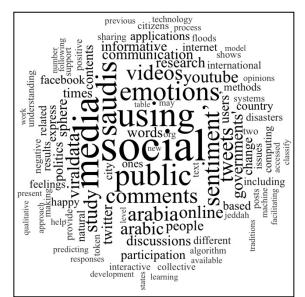*Figure 1. Word symmetry using articles published in the Web of Science database (Author's own)*

3. THEORETICAL UNDERPINNING

3.1 Dramaturgical Perspectives

This paper uses Goffman's [1] dramaturgical framework, theoretically and methodologically. It comprises of drama to understand social interactions. In particular, there are two kinds of interactions, i.e., frontstage and backstage.

Frontstage refers to direct dealing with the public. Backstage refers to using online platforms, likewise social media, to interact with the public. It includes actors, scripts, and staging. The choice of dramaturgy is related to its emphasis on the aspects of identity, scripts, staging, and social interactions. It helps in the formation of identity via face-to-face interaction. It enables people to understand collective knowledge schemes based on social performances [11]—Goffman's [12] frame analysis supports exploring the microanalysis of virtual social interactions.

This paper extends the perspective of emotion management within social interactions [1] to social media interactions on virtual space, namely Twitter, in specific. Twitter has become one of the most powerful social media spaces in which associations communicate with participants [2]. This also extends to governments, as it is a basic form of organization as well. Uysala et al. [3] research state that governments need to use social media spaces to improve tactical communication and form relationships with their domestic and international audiences. This type of communication includes the expression of emotions. Social media basically influences concealed feelings, amplifies them, and then disseminates them in a tsunami across the Internet. The posts and comments can be compelling. The way they are shared affects the emotions and the direction of the audience. That is why only specific information is shared, depending on the platform and situation. Therefore, leaders' comments are emotional reflections of themselves. The comments or posts have the power to change people's minds emotionally. Basically, to the people, the posts are a reflection of what kind of leaders they are. This means the leader has to be actively engaged emotionally in portraying and posting comments, as it is crucial to everyone participating in the shared reality of comments and reviews.

This paper uses the dramaturgical perspective to online social interaction and explores emotional bonding via social media posts. The study attempts to review backstage scripts of the Saudi Monarchy through Twitter. This paper explores the specific lighter shades of dark emotions expressed by Saudi Arabian King Salman Al-Saud's Twitter account versus the full range of emotions expressed through mainstream media channels. Microanalysis of virtual social interactions is enhanced by Goffman's [12] frame analysis that utilizes micro incidents (tweets) through the more significant cultural and

societal elements that govern them [13] with a focus on shades of dark emotional expression. Combining dramaturgy and frame analysis is a complementary methodological approach necessary to understand culturally sensitive incidents [13,14]. There has been extensive research on social media use; however, the utilization of dark emotions remains relatively unexplored. Therefore, exploring the effects of dark emotions on social media and comparing it to other media forms will indicate the social norms that govern virtual interactions of emotional leadership choice on social media.

3.2 Lasswell's Communication Model

Lasswell's communication model discussed the communication process. It relates to mass communication. This model is applied to different kinds of media to assess effective communication. It deals with the presentation of facts and their effects. The primary purpose of this model is to break down the elements of communication. Further, it organizes the "scientific study of the process of communication"; 'who' refers to a person or organization who formulates the message, 'what' indicates the content of the message, 'channel' shows the medium of transmission, 'whom' describes individual recipient, 'effect' deals with the outcome of the message—this model supports reviewing the feedback in public relations [15].

It is composed of five components, as described in Table 2—these components support analysing and evaluating the communication process. Control analysis empowers the sender to own the power. Content analysis is linked to the purpose or ulterior of messages. Media analysis depicts a medium that can be used to exercise power against the receivers. Audience analysis indicates the target population to be connected, manipulated, or brain-washed. Effect analysis is used to predict the effect of the message subject to the target population to be exploited. This model is used for group communication in various situations. This study used Lasswell's communication model to develop the case for Saudi King Salman's Twitter feed from January 2015 to May 2020.

Table 2. Components of Lasswell's Communication Model

No	Questions	Component	Analysis technique	Case development
1	Who?	Communicator	Control analysis	King Salman
2	Says What?	Message	Content analysis	Wishes, relationship, support, collaboration, and activities
3	In which Channel?	Medium	Media analysis	Twitter
4	To Whom?	Audience	Audience analysis	Communicate with Saudi locals and International audience
5	With what Effect?	Effect	Effects analysis	Build connection and leadership presence

3.3 THE CHOICE OF TWITTER

Saudi Arabia is considered one of the top countries regarding the online penetration of social media worldwide. It has gained critical global consideration due to its people's immense engagement on social networking sites from a very conservative society. As per the Global Web Index, 2019 [16] and We Are Social 2019 reports [17], Saudi Arabia's population numbers 33.77 million people, 23 million of them with active social media accounts. Forty-nine percent of people use social media to stay up-to-date with news and current events, popular social media platform YouTube (73%), Facebook (62%), Instagram (60%), and Twitter (56%) in Saudi Arabia. Interestingly, every one of these social networks, to a certain degree, is a news platform. Twitter is a different kind of platform that focuses on what people are talking about, and not only just people's social lives. It is the most potent means of social dissemination that goes beyond news being communicated by individuals, leaders, governments, and associations with their audiences.

The choice of Twitter in the study is vital to comprehending its real-time power and far-reaching repercussions. The virtual world is a social force and expression for the Saudi people where they can push boundaries of expression, for the most part anonymously, due to the country's conservative nature. Therefore, this calls for an analytical perspective for what this entails for Saudi users

concerning their expectations, thoughts, and emotions on these social networking sites, mainly because of their conservative society. Moreover, Alexa [18], a company that provides information on the flow, use, and movement of social media websites, states in its rank report that Twitter is the most popular social media space in the Middle East. Therefore, it has a strong influence on political change in the region. Twitter is the only social network site that the Saudi Monarchy has participated in. Therefore, it is crucial to understand the significance of Twitter and its implications, specifically in this paper, about the range of dark emotions portrayed in the Saudi Monarchy tweets as it may magnify the intensity of global emotion.

Exploring dark emotions conveyed in tweets concerning leadership can help us learn more about how leaders negotiate the structures of different offline and online spaces (front stage and backstage), and how that impacts their engagement with their national and global audiences. The attitude towards social media sites impacts the way people react towards it both physically and emotionally. Consequently, affecting virtual leadership in its use of social media outlets, specifically Twitter. Therefore, it is opportune to encourage discussion around different approaches to researching social media based on specific leadership tweets.

3.4 Emotions Behind The Scenes

Emotions affect everything people do and the decisions they make in their day-to-day lives [19-21]. An actual appearance of emotion supports the normative social order. Expressing dark emotions, such as anger and disappointment, can destruct this decisive stand. Such emotional displays are stigmatising because of their potential to disrupt social interactions. They are mostly referred to as dark because they do not follow social expectations that usually control the social norm of exhibiting positive emotions within social interactions. Hochschild's [22] work within organisational theory has concentrated on the significance of emotional labour in managing emotions. This was a start for the field to promote the significance of hiding some emotions during social interactions to maintain the normative social order [1]. This perspective accounts for managing emotions within social interactions as a dramaturgical performance where actors display different emotions on the back and front stage. This points to the assumption that different types of differentiated emotions exist on

different stages of interactions. Dark emotions, including feelings of sadness, anxiety, disappointment, and anger, are perceived as points of destruction that jeopardize maintaining social norms about self-presentation [23]. Organizational researchers emphasise the importance of emotions in organisational studies [22,24]. Fineman [25] argues that the rules for emotional display are stable within social interactions, yet that will depend on the social norms and expectations of the social order that directs such displays. For instance, social norms control emotion scripts, which "define the ways people can talk about their feelings, within the social rules that govern those feelings" [24, p.20]. The controlling power of such social norms restricts the display of emotions. Nevertheless, there is potential for intuitive insight into dark emotions expression even when it appears disruptive and threatening [26].

Stieglitz and Dang-Xuan [7] and Choi and Toma [27] have noted that emotions, dark and light, play an essential part in social media use on social networking sites. Social media use incorporates numerous and multifarious set of decision-making activities that are influenced by a high number of specific, general, and environmental issues [20,21, 28]. It has light and dark sides that affect people's emotions in positive and negative ways. This can make them feel happy, open, empathetic, optimistic, lonely, isolated, depressed, insecure, sad, and anxious based on the posts or situations. Social media does not change people's emotions; it just magnifies them.

Forgas [19] affirms that emotions affect everything people do and the decisions they make in their day-to-day lives. This points to the assumption of different types of differentiated emotions on different stages of interactions. It relates to dark emotions, including feelings of sadness, anxiety, disappointment, and anger, which are considered points of destruction that jeopardize maintaining the social norms concerning self-presentation [23].

The normative social order is usually maintained by maintaining a positive appearance of emotion. Expressing dark emotions, such as anger and disappointment, can destruct this positive stand. Organizational researchers emphasize the importance of emotions in organisational studies [22,24,29]. Fineman [25] argues that the rules of emotional display are stable within social interactions, yet that will depend on the social

norms and expectations of the social order that directs such displays. For instance, emotion scripts "define the ways people are able to talk about their feelings, within the social rules that govern social norms control those feelings" [24, p.20]. The controlling power of such social norms restricts the display of emotions, yet there is potential for intuitive insight into dark emotions expression even when it appears disruptive and threatening [13]. A significant finding of McDonnell and King [30] research on the organization and consumer response towards reputation and impression management is that the greater the gravity, the greater the need for a response that supports the bases of an organization's reputation.

Even though extensive research has been conducted on social media use, the expression of dark emotions, and how they are utilized remains a relatively unexplored research topic. Hence, exploring how dark emotions are expressed through comparing its expression on various forms of mediums will indicate the social norms that govern virtual interactions of emotional leadership choice on social media.

4. ANALYSIS

4.1 Backstage Versus Front Stage Social Interactions

This paper examines the backstage scripts of the Saudi Monarchy's dark emotional expression online to understand the social choice of communicating dark emotions on virtual space versus other media channels between the Monarchy and the Saudi people. Scripts here will focus on vocabularies or phrases used to communicate shades of dark emotions by the Saudi Monarchy in its virtual space communication with its nation and the world. This analysis scrutinizes the elements of culture and power that show throughout all 19 tweets tweeted by the King throughout the first year of his rule (2015). The focus will be on the different shades of dark emotions expressed in scripts used on the backstage of communication on social media (King Salman's Twitter account) over the expression of front stage scripts on other forms of media channels. The former is where guards and restrictions are supposedly low, according to Goffman [1]. However, it is not always the case, as both stages can sometimes be unified [14]. However, these insights cannot be captured using quantitative methods; these perceptions helped bring out the essence of the Saudi Monarchy's dark

emotional expressions under study [31]. The research design builds on a dramaturgical approach to the analysis of 19 tweets within the first year of King Salman's rule. These tweets come at a time of sensitive transition and change critical to the Saudi Monarchy. The aim is to focus on the scripts channelled by the Saudi Monarchy's dark emotional expression through King Salman's official Twitter account, to understand the varying shades of dark emotions used there in comparison to other dark emotional expressions used in other media channels.

The analysis points out that five main events shook social norms in Saudi Arabia during 2015. They include as follows: Saudi airstrikes against Houthis rebels in Yemen; two suicide bomb attacks concerning Shia mosques in the Eastern province of Saudi; the crane collapse in Mecca killing 109 people; the stampede in Mecca during Hajj that killed hundreds, and the budget deficits to $98 billion on the back of falling crude prices [32]. However, only specific dark emotions were expressed on Twitter twice concerning a national event and once concerning an international event. The national events were the death of the former King, King Abdullah, and the crane collapse at the Grand Mosque in Mecca, where 109 people tragically passed away in September 2015, both of which were expressed through dark emotions on Twitter. The international incident of dark emotions expression on Twitter was the terrorists attack in Paris in November 2015.

The lighter shade of dark emotions expressed on Twitter was about sadness, grief, and sympathy, while the emotions related to the other major dark events that took place and were not mentioned on Twitter were related to anxiety, disappointment, fear, and anger. Thus, only the lighter shades of dark emotions were expressed on Twitter, while darker shades of emotions were kept to other mainstream and social media channels and not personalised through Twitter. In the following section, the paper explores how powerful cultural norms socialise leadership dark emotional expression on virtual space (Twitter), reflecting on how it is differentiated and limited compared to other dark emotional expressions on other media channels.

4.2 Shades Of Dark Emotions Exposed

The different shades of dark emotional expression in media channels in both front and backstages will

expose a deeper understanding of how leaders and followers relate to social media. This takes place by formulating an understanding of the choice of dark emotions expressed in different media. The tweets' content analysis explores the different shades of dark emotions expressed within Saudi King Salman's Twitter account (backstage) and other media channels (frontstage). The exploration of dark emotions' shades is built on comparing the shades of dark emotions chosen for expression on Twitter versus the shades of dark emotions relating to the main dark events taking place within other media channels but never mentioned on Twitter (Table 3). The tweets were clustered into categorized events representing the dark emotional expression of the Saudi Monarchy on Twitter. Figure 2 presents the word symmetry in King Salman's tweets. The literature relating to social media's emotional expression is quite limited, as it is a new terrain of expression. This is mainly because of how social media is taken up first by the young generation and then is caught up by other generations, including leaders.
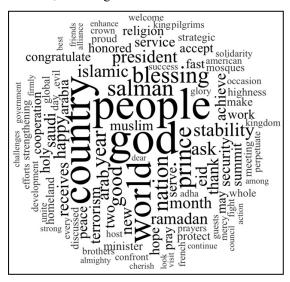

Figure 2. Word symmetry in King Salman's tweets

According to Twiplomacy [33], "all but one of the G20 governments have an official Twitter presence, and six of the G7 leaders have a personal Twitter account." The establishment of leadership on virtual space can be perceived as a form of power as it focuses on impression manipulation [1] through specified scripts and expressions to serve specific goals [34]. In this view, power takes place

within social interactions to maintain the social order and comply with broader cultural frames of

social interactions [12]. However, the paper suggests exploring the different shades of dark emotional expression in media channels in the front and backstage will expose a deeper understanding of how leaders and followers relate to social media. This takes place by formulating an understanding of the choice of dark emotions expressed in different media. The paper explores the different shades of dark emotions expressed within Saudi King Salman's Twitter account (backstage) and other media channels (front stage) through the tweets analysed. The exploration of the shades of dark emotions in this research is built on comparing the shades of dark emotions chosen for expression on Twitter versus the shades of dark emotions relating to the main dark events within other media channels but never mentioned on Twitter. (Table 3).

Here we present four dark emotion categorized events, which the data revealed and revolved around. Based on the tweets and events that were not mentioned in mainstream front stage media, the paper clustered tweets into categorized events representing the dark emotional expression of the Saudi Monarchy on Twitter. The shades of dark emotion in three event categories include sadness, grief, and sympathy. They all were a recurring theme in all dark emotions expressed on the Twitter account of King Salman. Also, shadow emotions emerged within positive tweets based on happenings that were going on in the country at that time and their representation in mainstream media. As anticipated, when conducting any research, the conceptual categories are synthetically fixed. There is variability in the established categories, ideas, and evidence for one category that might also apply to another category. The organizational frame facilitates understanding the varied data collected in this research, but other organizational arrangements are also possible. Readers should be aware of this imposed structure and not view each category as absolute or unchallengeable. Reflections of shadow emotions are integrated into the findings as categorized events, and data are presented by category.

4.2.1   First Event Category: Death Of King Abdullah

In this category, the data links to all tweets related to the death of the previous King, King Abdullah Al-Saud. The Monarchy's first tweet (Table 3) was a religious prayer to condole the nation's people for their grief on losing the former King Abdullah. Sadness, grief, and sympathy are

the lighter shade of dark emotions expressed in this first tweet, which had strong religious inclination and connection with the Saudi people, as religion holds a prominent position in the Saudi Arabian culture. The second tweet (Table 3) also began with a prayer to God in helping the King serve the nation's people and ensure the country's security and stability. The tweet ended with a promise to protect the nation and people from all evil. The emotions conveyed included inclusion and hope with sombre undertones in easing the transition of leadership from the late King to King Salman. Due to the cultural predisposition toward intertwining religion and culture, using the lighter shades of dark emotions was respectful and instrumental in building a bridge of understanding and trust between the Monarchy's online identity and people. The nature of King Salman's tweets establishes the grounds on which his Monarchy-online identity is built. Religion, the nation's people, the country's safety, and stability are the most critical matters handled by the Monarchy. The Saudi Arabian culture emphasizes profound respect for intertwining religion and traditional practices, especially customs, for relaying condolences, grief, and sympathy. As a result, front stage mainstream media expressed the same connections, but the emotions expressed were in an in-depth, more comprehensive, and darker array as it had numerous platforms to express it on.

4.2.2   Second Event Category: Holy Mosque Accident

In this category, the data related to the Holy Mosque's accident in which 109 people perished when a crane collapsed at the Grand Mosque in Makkah. Thus, giving rise to further concerns about safety standards and concerns during mass events nationally and internationally in front stage mainstream media. There was a firestorm over what had happened and why. The dark emotions of anger, fear, and anxiety were evident in the front stage but were distributed over countless platforms to counter expressions and feelings of sorrow, anger, and fear from people locally and globally. However, in direct contrast to the front stage's dark emotions, the backstage expressed a lighter shade of emotion. The Monarchy's 12th tweet (Table 3) began with a religious prayer for the people who lost their lives, referring to them as martyrs while condoling the people for their grief on what happened at the holy mosque. Lighter shades of dark emotions of sadness, grief, and sympathy were expressed on this backstage representation of the

Saudi Monarchy's dark emotional expression. The tweet then transitioned into a statement of warning and retribution towards those who were responsible. King Salman's promise is for both audiences nationally and internationally. Once again, religious prayer highlights the prominence of the interrelation of religion and culture in Saudi Arabian society. Therefore, confirming virtually online that both dispositions are of immeasurable significance to the Monarchy and its people, especially as this incident occurred at the heart of the religious symbol to all Muslims, the Grand Mosque in Makkah. However, again, the importance of relying on God in all social life areas is the primary regulation of actions for the King and his people. The magnitude of religion emanates from the people themselves and their belief that, in turn, empowers King, people, and country to be secure and stable. These reflect the three foundations of core power that the Monarchy relies upon, religion, people, and country.

4.2.3   Third Event Category: Paris Terror Attacks

The Paris terror attacks were reported worldwide in all front stage mainstream media outlets. Dark emotions of shock, outrage, and fury deluged all front stage media platforms. Heavy dark emotions were too volatile and concentrated on dealing with on backstage Twitter. The Saudi Monarchy's dark emotional expression took a diplomatically strong global stand in condemning the attacks while reflecting lighter shades of dark emotions of sadness, grief, and sympathy. Thus, not bogging down the backstage with heavy dark emotions magnified and kept insight into what it wants to reflect to the world, as it reflects the Monarchy itself. All tweets that had related to the Paris terror attacks are represented in this category. The sixteenth, seventeenth, and eighteenth tweets (Table 3) addressed the devastating situation of the Paris terror attacks and fighting terrorism worldwide, nationally and internationally.

King Salman condemned the Paris terror attacks in three languages (Arabic, French, and English). The diverse uses of languages are methods of expressing, connecting, and recognising people's various social identities. Starting with a tweet in Arabic followed by a tweet in French, then a tweet in English. The Arabic tweet was used first to reach out to all Arabic speakers worldwide. The different use of language here was a way of empathising and bonding in solidarity with the

French people, especially using the French language. English was utilized in the eighteenth tweet to reach out globally as English is considered a global language of communication and the primary language in international business, science, and politics. As a global communication method, social media significantly influences language use and the degree and functions that different languages are utilized either for economic, cultural, or social value [35]. The languages' power combined sent out a powerful message painted with dark emotions of sympathy, grief, and sadness. These three tweets have emphasized to the world the solidarity and backing of the Monarchy in its fight against terrorism through using the French and English language.

4.2.4   Fourth Event Category: Shadow Emotions

Certain events were happening and were not mentioned on the Monarchy Twitter account due to their dark negative nature and emotions. On mainstream mass media (Saudi Press Agency) in Saudi Arabia, worldwide mass media and BBC country profile timeline documented some main events from January 2015 – January 2016 that were not mentioned on Twitter. Media platforms, mainstream, and virtual ones, express social and political messages about beliefs, people, power, and authority. Therefore, sometimes, what is not mentioned may be more important than what is inferred by being absent. In the Monarchy's dark emotional expression online, it was a conscious emotional decision not to mention specific events due to their magnitude and negative dark emotions that could not be contained on his personal Twitter account. However, some shadow emotions came into view within positive tweets based on events that were going on in Saudi Arabia at the time and that were represented in front stage media. In January 2015, Saudi Arabia launched a campaign of airstrikes against Houthi rebels in Yemen. There was no mention in the Monarchy Twitter account due to the very explosive and negative emotions being associated with it.

The Monarchy made a conscious emotional judgement not to use the word 'war,' which holds a lot of dark negative emotional power. The messages behind King Salman's seventh, eighth, and ninth tweets came when the Saudi's had just started airstrikes against Houthis rebels in Yemen. The tweets were positive and showed strength and affirmation of the choices the Monarchy made to

national and international audiences while at the same time showing the Saudi people that they matter, and he, as the King, will see to the people's needs. However, certain shadow emotions of trust and pride were utilized in tweets to show the nation's strength in taking on any threat. (Table 3). While in September 2015, hundreds died in a stampede near Mecca during the annual Hajj pilgrimage, this happening only days after 109 people perished when a crane collapsed at the Grand Mosque, raising further concerns about safety standards during these mass events.

It is important to note that only the crane collapse was mentioned in a specific tweet (Table 3), while the hundreds that died in the stamped were not. Though a tweet did go out congratulating pilgrims on preforming Hajj, it was also tied in with two other positive issues of Eid Al Adhah (Muslims festival following the Hajj Pilgrimage to Mecca) and the 85th Saudi Arabian national day to disburse any negativity associated with what was going on at that time in mainstream media. Shadow emotions of pride and happiness were linked to the positive tweet to show safety and no discord among the people and the nation. The strategic choice of not using any specific dark negative words in tweets shows that it was a deliberate emotional choice of what to tweet and what not to base on its emotional impact and how the Monarchy online identity wants to be perceived as it is considered the representation of the King online.

Another instance of shadow emotions that came to light was in the Monarchy's nineteenth tweet (Table 3), a strong positive statement of strength, unity, and power of the Gulf Cooperation Council leadership of which Saudi is one. The tweet had strong connotations of power and solidarity to face any crisis together. It came when all front stage media platforms were in a frenzy over Saudi Arabia's budget deficit. However, in the Monarchy's Twitter account, there was no mention of Saudi Arabia's finances and how it affected the Saudi people in their everyday lives, while in contrast, there was a tsunami of news that flooded mainstream mass media. The shadow emotions that came to light were trust and pride to demonstrate strength in the face of a budget deficit that soared to 98 billion dollars on the back of falling crude prices and, consequently, the rise of petrol prices.

Social media networks are international platforms through which emotional choice of expressions of individuals, groups, and

organizations have direct access to powerful means that can persuade others to a particular point of view, be it dark or light. King Salman's tweets' messages were based on religion, people, and nations to create relationships with the Saudi people and provide information on social media nationally and globally. The Monarchy's tweets have embedded values and points of view, even when dark emotions are not mentioned. There was a clear construct of emotional choice in specific tweets in not mentioning certain main events in Saudi Arabia at the time [32], as they were linked to dark emotions as not to gain a negative perception of the Monarchy's online identity. However, at the same time, there were shadowed allusions to these specific dark events that expressed power, strength, and solidarity. The Saudi Monarchy's conscious emotional decisions in its tweets showed that what was absent may have been more important than what was included (Table 3), as tweets have ideological messages about values, power, and authority. So, when purposely not mentioning the Houthi war, Hajj stampede, and financial budget changes, the Monarchy made an emotional judgement of not confining such huge dark issues in an online virtual representation of itself. These same issues had a deluge of epic proportions in mainstream and social media around the world. Their absence basically emphasised their effects and impressed onto the world that the Monarchy's online identity did not want to be linked with heavy dark emotions, as any tweet would be considered, in essence, a reflection of the King himself. These events' dark emotions were too volatile and had to be dispersed through mainstream and social media outlets that were not directly linked to King Salman himself. The tweets (Table 3) had ideological messages about values, power, and authority.

5. IMPLICATIONS OF THE SHADES OF DARK EMOTIONS IN LEADERSHIP EXPRESSION

Emotions are at the core of people's decisions in events that happen every day in life. Emotions, especially dark emotions, can impact and shape pathways of thought. However, people can be influenced and directed by emotional intelligence. A term popularized by Daniel Goleman, an American psychologist, involves understanding others intuitively, thus aiding in defining the relationships that are constructed [1]. Emotional intelligence also involves managing emotions appropriately and developing relationships with others [36-38]. Emotion management skills are interdependent [39] as they rely on identifying, understanding, and managing emotions and their consequences. Kilduff et al. [40] propose that emotional intelligence connects the skill of assessing when negative emotions such as fear and anger can either hinder or promote individual goals, as the communication of negative emotions is full of risk due to the precarious state of such emotions [41,42].

Nevertheless, there is another component of emotional intelligence, and that is an emotional choice. The emotional choice of specific actions based on emotional intelligence can define and affect how one wishes to be perceived, be it negative or positive. The two are intertwined and have substantial repercussions based on the choices made.

This kind of emotional intelligence noticed in King Salman's tweets within the first month of taking rule, which focused on the Saudi people, country, religion, and reinforcing strategic international ties [13]. As the country went through some significant dark events that were internationally recognised, King Salman's Twitter account needed to catch up and express emotional feelings regarding utilizing emotional intelligence in a diplomatic leadership manner. These major dark events were of critical impact and handled by national and international media. However, there were crucial differences in the communication of emotional expression regarding the Twitter account of King Salman versus the various shades of emotional expression experienced on other mainstream media channels. This presented implications for the leadership's dark emotions expression on virtual space (Twitter) and the utilization of emotional intelligence to manage emotions and strengthen relationships. It also gave rise to the importance of emotional choice in defining the Saudi Monarchy's dark emotional expression online.

The paper proposes conceptualizing the dichotomy of expression to further explain these dark emotional expression shades on media channels. This incorporates two parts; one is the magnified dark emotional expression on virtual space, Twitter. The second is the dispersed dark emotion on front stage media channels. The view is that different media channels will call for different shades of dark emotions expression, based on emotional intelligence for the parties concerned.

The paper suggests that the expression of dark emotions on Twitter differs from other media channels, as Twitter is more intimate and connects people personally. It calls for strategizing emotional intelligence to navigate the range of emotions expressed [40] effectively. There is an element of fear of stigmatising one's virtual space identity to the type of emotional expression used on virtual interactions [43]. This promotes the need to form a dichotomy that establishes the main characteristics of dark emotional expression to ensure the protection of a given online identity, in this case, King Salman's Twitter account. The formation of an alternative dichotomy is not without difficulty, as there will be incidents like those analysed in which dark emotions expression of a lighter shade than those on other media channels will manifest [36]. Hence, the proposal of an alternative dichotomy of magnified versus dispersed dark emotional expressions formulated on empathic emotional choice is directed by emotional intelligence.

In the case of the Saudi Monarchy's dark emotional expression, the King's emotional intelligence and emotional choices had to be even more mindful and cautious in identifying, understanding, and managing his audience's emotions in positive ways. This was to communicate with them effectively and reflect his presence and identity online as this is the only social network platform the Monarchy has participated in until now [13]. Researchers in emotional intelligence claim a relationship between emotional intelligence and transformational leadership built on empathy and self-awareness [37].

Such empathy is evident in the Monarchy's conscious choice in selecting what to tweet and what not to base on the emotional choice that empathizes with the Monarchy's national and international audiences to overcome obstacles, defuse situations and conflicts, and unite people. Numerous researchers have indicated that being in touch with the feelings of those around us gives an edge in all interactions, personal, business, work, social, or political [20,21,28,37,44-46]. Therefore, having emotional intelligence is essential for successful leadership [47]. High emotional intelligence can provide a leader with powerful means to concentrate and transform emotional experiences [40]. This is evident in the Saudi Monarchy's dark emotional expression on Twitter, especially on his tweets' emotional choices and the

kind of dark emotions expressed on that specific platform. The Monarchy's emotional intelligence in choosing not to tweet out certain dark events might have negative emotional consequences and connotations that were too concentrated for the backstage media.

6. TRANSNATIONALITY AND THE MONARCHY IDENTITY ON TWITTER

The existence and pervasiveness of the Internet continuously transform how we identify ourselves both online and offline. Virtual communities' presence and growth allow people to create an online identity to interrelate with and affect one another in ways that differ significantly from face-to-face interactions. It goes beyond national boundaries and has a global effect resulting in different forms of transnationality that share similar lifestyles, ideologies, education, and ideals. This, in itself, shows the importance of transnationality and its emergence around issues that resonate globally.

Twitter has become an integral part of socializing in Saudi Arabia, where Saudi Arabia is the largest community using Twitter in the Middle East. The Saudi Monarchy is establishing its online identity, managing it like a brand, specifically in tweets, and engaging with people nationally and globally. Interactions and comments came from all across the globe even though the Monarchy twitter account did not elude to as it was too dark of emotion to express on its feed and was left dispersed on all other media channels. Nevertheless, the event generated global reactions on Twitter, with users reacting to the news with users in different countries. This transnationality served to connect like-minded people across boundaries, enabling the emergence of transnational spaces of solidarity for those with a particular perspective on the Saudi intervention.

Throughout the analysis, it becomes clear that the Twitter choice of communication and the type of messages shared or omitted on it is aiding in creating public engagement and a collective agreement of the country's stability in times of chaos and turmoil in the Middle East region as a whole. In the middle of chaotic political disturbances in the Arab region, these communications were coming together to form a mental schema of the Saudi government's perception and of its people and the world, in which their concerns of safety and stability come first.

This is transitional in that it surpasses Saudi Arabia itself and its people and moves globally to countries like France and the USA. First, when the King condoled on Twitter concerning the acts of terrorism they have suffered from, and second a strong international strategic alliance in times of havoc. Such instances of globalized perspectives are transitional and emphasize boundaries that do not confine specific country issues.

7. DIFFERENCES FROM PRIOR WORK

The novelty of this domain of research resulted in not having a wealth of research in the area. The systematic review identified four papers in the area, indicating limited research on social media's emotional expression.. The findings of the first paper by Alshanqiti et al. [28] tackle the reasons why videos on YouTube go viral and finding that it is mostly associated with containing sarcastic or rude remarks. This is mostly related to emotions and their effect on promoting content, rather than on the sentiment effects of the emotions expressed. The second paper by Alharbi et al. [20] investigates the emotional expression on Twitter with a focus on the Arabic language to find out what contributes to Saudi citizens' happiness, intending to guide the entertainment authority in Saudi Arabia to plan activities accordingly. The study is focused more on measuring happiness through the tweets rather than investigating the emotional spectrum being expressed online. The third paper by Almanie et al. [21] presents a real-time informative tool to monitor Saudi citzens' emotional tweets in the major cities of the Kingdome of Saudi Arabia. It gives a reading of sentiments across cities by analyzing tweets coming from each city in the Kingdome. It does not tackle the purpose behind these emotional expressions; rather, it visualizes their presence. The fourth paper by Al-Saggaf and Simmons [36] explores social media content related to two natural disasters, i.e., the 2009 and 2011 floods in Jeddah, with a death toll of 120 people. The paper analyses the way people express their feelings online as an alternative way for governments to get an idea of people's emotional status in times of turmoil. This paper can be perceived as a reverse point of view from the current paper. As the view in this one is top-down, government to people, while Al-Saggaf and Simmons [36] are bottom-up, the people's sentiments are shared with the government. Keeping in view the scope of these four papers identified from the Web of Science database represents a different aspect of social media emotional expression research. However, this paper covers the domain of social media's emotional expression for the Saudi Monarchy case. It explores the effect of communication via a Twitter account @KingSalman with local and international audiences, to propose that governments use of emotions can be a wise and purposeful choice.

8. CONCLUSION

This paper explores the dark side of leadership's emotional expression in virtual space. This is done through reviewing the Saudi Monarchy's emotional expression on Twitter (backstage) and all other mainstream media channels (front stage). The analysis indicates that backstage expression focuses on expressing positive emotion concerning Saudi people, country, religion, and reinforcing strategic international ties. This is reinforced throughout King Salman's tweets. While dark emotions are expressed on the backstage (Twitter) only in relation to lighter dark emotions (sadness, grief, and sympathy), all other types of dark emotions are expressed on the front stage (mainstream media channels), where their intensity and backlash are dispersed. In distinguishing between different shades of dark emotions, the paper has sought to highlight the potential opportunities and challenges of dark emotions as a resource that enables understanding their utilisation in both the front and backstage media communications. Acknowledging and exploring the different shades of dark emotions and the power relations and the emotional intelligence behind them enables a better understanding of the choice of media chosen for their communication.

The exploration of leadership expression on virtual space sheds light on how emotional choices are made. In this case, the main leading power of emotional choice online is the Monarchy's conscious decision to communicate sensitively to its nation people in a relational way. So, when deliberately not mentioning some dark events as the Houthi war, Hajj stampede, and financial budget changes, the Monarchy made an emotional decision not to link these dark issues to its online virtual identity.

In this stance, the Monarchy's choice of emotions is linked to the desire to bond with the nation's people and bring them together rather than pull them apart. A choice that builds on emotional intelligence in relation to leadership communication and especially in this case, an empathetic position of online social media impersonification. It is a choice that builds on maintaining the social norms of keeping face

and adhering to social and cultural references that govern interactions and reverting from stigmatising the persona presented.

Thus, leaders need to understand empathy and have the ability to read people's needs. This ability allows them to speak to those needs and, when at all possible, to fulfil them. So, when people feel that their leaders understand and empathize with them, a bond is formed. In essence, social media and the Internet are providers of emotional choice. Like all front stage media, they capture a snapshot of people's emotions and amplify it. The only way to counter such an effect is to align emotions and identity through emotional intelligence, and both will stand out on social media and mainstream media.

Therefore, it is crucial to explore how leaders are utilizing different media channels to communicate dark emotions. Additionally, because leaders must negotiate Twitter's particular characteristics as an online virtual space, it may shed light on how political relationships are formed. This has repercussions on how leaders relate to people emotionally on both magnified (backstage) and dispersed (front stage) manners of expression through various media channels. The relevance of discussion of a Goffmanian perspective on shades of dark emotions in organizational life and extending it to virtual space interactions will encourage further dialogue on how researchers can explore the intricate facets of leadership's dark emotional expression taking place on social networking sites and the purposeful choices behind such expressions.

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Annexure: Table

Table 3. King Salman's 19 Tweets in his first year of rule

Tweet	Description	Emotion	Shadow emotion	Main dark events taking place at the time	Mentioned in front stage (mainstream media)	Mentioned in the backstage (Twitter)
Tweet (1) 22 Jan 2015	A religious prayer to condole the nation's people for its grief on losing the former King Abdullah.	Dark: sadness, grief, and sympathy		Death of the previous King.	Yes	Yes
Tweet (2) 22 Jan 2015	A prayer to God to help the King serve the nation's people and ensure the country's security and stability.	Positive			Yes	Yes
Tweet (3-4-5) 27 Jan 2015	All touched upon the issue of King Salman's welcoming the USA's President Obama.	Positive			Yes	Yes
Tweet (6) 29 Jan 2015	It addressed the nation's people for the first time in a direct way, highlighting to the people that the King realizes their importance and wants to give them what they deserve.	Positive	Trust and pride to show strength	Saudi Arabia launches a campaign of airstrikes against Houthi rebels in Yemen.	Yes	No
Tweet (7) 2 Feb 2015	It addressed the nation's people by reaffirming and emphasising the King's choice to the people while conveying instructions to the Ministers Council to achieve and realize his directive.	Positive	Trust and pride to show strength	War with Houthi rebels in Yemen.	Yes	No
Tweet (8) 10 March 2015	It reconfirmed the King's strength and solidarity with his people nationally and to people internationally.	Positive	Pride to show strength	War with Houthi rebels in Yemen.	Yes	No
Tweet (9) 4 May 2015	It focused on wishing success to the new crown prince, the deputy crown prince, and the newly assigned ministers in serving their nation.	Positive	Trust and pride to show strength.	War with Houthi rebels in Yemen.	Yes	No
Tweet (10) 18 June	It conveyed best wishes and congratulations on the start of Ramadan for that year to his nation and all Muslims.	Positive		End of May: two suicide bomb attacks on Shia mosques in Eastern Province.	Yes	No
Tweet (11) 16 July 2015	It conveyed best wishes and congratulations on Ramadan's end for that year to his nation and all Muslims.	Positive			Yes	Yes
Tweet	It began with a religious	Dark:		Holy Mosque	Yes	Yes

(12) 12 Sep 2015	prayer for the people who lost their lives while condoling the people for its grief on what happened at the holy mosque. The tweet then transitioned into a statement of warning and retribution for those who were responsible.	sadness and grief		accident: 109 people perished when a crane collapsed at the Grand Mosque.		
Tweet (13) 23 Sep 2015	It focused on prayers, best wishes, and congratulations on the Haj rites' performance, Eid Al-Adhah, and the 85th National day for Saudi Arabia.	Positive	Pride and happiness to show safety and no Disconcert	Hundreds die in a stampede near Mecca during the annual Hajj pilgrimage.	Yes	No
Tweet (14) 11 Nov 2015	It expressed the King's happiness and success of the Arab countries' council meeting and South American countries with firm hope for collaboration between their countries and peoples.	Positive			Yes	Yes
Tweet (15) 14 Nov 2015	It was a strong statement of thanks to the Turkish president and the Turkish people for hosting the G20. It emphasized solidarity, support, and collaboration between the two countries.	Positive			Yes	Yes
Tweet (16-17-18) 14 Nov 2015	King Salman condemned the Paris terrorist attack in three different languages. Starting with a tweet in Arabic followed by a tweet in French, then a tweet in English.	Dark: sadness, grief, and sympathy		Paris terror attacks	Yes	Yes
Tweet (19) 10 Dec 2015	It was a strong statement of strength, unity, and power of the Gulf Cooperation Council leadership in which Saudi Arabia is a member.	Positive	Trust and pride to show strength	Saudi Arabia's budget deficit soared to $98bn on the back of falling crude prices.	Yes	No

Source: Author's own