

Social Media Sites and their Role in Educating the Public in the Emirate of Umm Al Quwain on the Strategies of the Blue Economy and Mechanisms of its Activation

By

Dr. Ahed Maher Musa Abu Draz

The Assistant Professor – College of Mass Communication – Umm Al-Quwain University

Email: drahdabudraz@gmail.com

Orcid ID: <https://orcid.org/0000-0002-5980-7381>

Abstract

The study aimed at identifying the role of social media sites in educating the public in the Emirate of Umm Al Quwain on the strategies of the sustainable blue economy and the mechanisms of its activation. The descriptive analytical approach was adopted. The study community consists of the entire public in the Emirate of Umm Al Quwain in the United Arab Emirates. The questionnaire was distributed electronically, and (408) questionnaires were received, representing the real study sample. The questionnaire was used as a data collection tool. the most important findings of the study were:

- Nearly half of the study sample members had heard of the term of sustainable blue economy before through social media sites.
- Nearly a third of the study sample heard about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates through social media sites.
- The role of social media sites in educating the public in the Emirate of Umm Al Quwain on the strategies of the sustainable blue economy is very big or significant.

The study recommended several recommendations, the most important of which are: strengthening and establishing partnerships and initiatives amongst coastal countries, to use the potential of the blue economy. Increasing awareness of decision-makers, community and the private sector of the importance of the blue economy. And to devise recommendations that will help raise public awareness of the need to gather efforts to use water bodies with a comprehensive sustainable view, not only a competitive market view among different investors in the world.

Keywords: Social Media - Emirate of Umm Al Quwain – the Strategies of Sustainable Blue Economy.

Background and importance of the study

Introduction

The Social media sites have become part of the life needs, and they serve as a link between all institutions, assets and components of the social construction. They are responsible for explaining and presenting what each social institution has to the other, as social media sites play a role in shaping the public opinion, mobilizing groups, and mobilizing them around certain ideas, opinions and trends, no matter how geographically distant these audiences are, as well as having a wide impact in achieving more influence on the masses, and directing them towards certain opinions and ideas.

The UAE ranks among the top ten countries in the world in terms of the number of social media users per capita (Guidelines for the use of social media tools in UAE government bodies, 2011).

The World Wide Fund for Nature (WWF) defines the sustainable blue economy as an economy based on the marine environment, which delivers economic and social benefits for the present and the future, restores and maintains the diversity, productivity and flexibility of marine systems, and relies on clean technology, renewable energy and a circular economy. The implementation of the principles of a sustainable blue economy is the key to ensuring the success of the UAE's green strategies, which are indispensable in the post-COVID-19 economic recovery plan (Emirates Nature-WWF website, www.emiratesnaturewwf.ae).

Umm Al Quwain, one of the seven emirates of the UAE, launched the Sustainable Blue Economy Strategy 2031, in a move in which the Gulf emirate seeks to increase its investment attractiveness while developing its natural, cultural and human resources. The launch of the strategy came during the first day of the Government Summit in the presence of Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, where Sheikh Saoud bin Rashid Al Mualla stressed that the Umm Al Quwain Strategy for Sustainable Blue Economy 2031 is in line with the UAE's directions to achieve sustainable development and optimal use of resources. Sheikh Al Mualla added that the Umm Al Quwain Strategy for a Sustainable Blue Economy 2031 provides many opportunities for young people, entrepreneurs and investors in vital promising sectors, pointing to the keenness of the Emirate of Umm Al Quwain to provide the necessary support for the growth and sustainability of investments in a way that achieves the mutual interest of all partners in the economic system (Asharq Al-Awsat Newspaper website, www.aawsat.com).

Hence, and in view of the importance of social media sites, and their great impact on all categories of the public, and also given the importance of the blue economy as a strategy for sustainable development, and based on the vision of the Emirate of Umm Al Quwain towards the strategy of sustainable blue economy 2031, this study came to shed light on the role of the social media sites in educating the public in the Emirate of Umm Al Quwain on the strategies of sustainable blue economy and mechanisms of its activation.

First: The problem of the study and its questions:

The goals and roles of social media sites vary for all categories of the public, as they are not limited to a specific scope, but they have an important role in the process of influence, and with this large number of users per day, there must be programs to take advantage of them, and use them, as good use of social media sites is one of the ways that make users of social media sites from all categories of the public more keen to serve their country.

The problem of the study is the following main question:

What is the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies and mechanisms to activate it?

The following sub-questions arise from the main question:

1. How aware is the public in Umm Al Quwain about sustainable blue economy strategies?
2. What is the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?

3. What are the challenges of activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies and mechanisms for activating it?

Second: Objectives of the study:

The present study aims at achieving the following:

1. Determine the extent to which the public in the Emirate of Umm Al Quwain is aware of sustainable blue economy strategies.
2. Demonstrate the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies.
3. Shed light on the challenges of activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies and mechanisms of activating it.

Third: The importance of the study:

The importance of the study lies in the following:

1. The importance of the topic it addresses, which is the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy and the mechanisms for activating it.
2. This study may benefit the government of the Emirate of Umm Al Quwain, by taking advantage of social media sites to educate the public about issues of concern to the Emirate, and of interest to the public themselves.
3. This study may benefit the public in the Emirate of Umm Al Quwain, by taking advantage of social media sites to follow up on issues of interest to them, which are considered within the vision of the government.

Fourth: Limits of the study:

The study includes the following limits:

1. Objective limit: This study deals with the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy and the mechanisms of activating it.
2. Time limit: This study was prepared during the period from May 2022 to July 2022.
3. Spatial limit: This study was applied in the United Arab Emirates.
4. Human limit: This study targeted the public in the Emirate of Umm Al Quwain.

Fifth: Previous Studies:

Many previous studies have dealt with topics related to the topic of the current study, such as: Previous studies on the subject of social media sites:

1. The study (Abu Draz, 2022) aimed to identify the role of social media sites in educating Umm Al Quwain University students about the importance of participating in Expo 2020 Dubai, and the study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that nearly half of the study sample members of Umm Al Quwain University students in the United Arab Emirates use (Instagram), and nearly a third of them use (Snapchat), and that most of the reasons for following the study sample members From Umm Al Quwain University students in the United Arab Emirates for Expo 2020 Dubai activities through social media sites

is to increase knowledge, the least of which is the dissemination of news, and that social media sites target all members of society to know the activities of Expo 2020 Dubai.

2. The study (Abu Draz, 2021) aimed at identifying the impact of social media in the Ministry of Health and Prevention in the United Arab Emirates in facing Covid-19 pandemic. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection. One of the most important results of the study was that the reality of social media came with a degree of approval (very large), and the mechanisms of communication with the locals and their awareness came with a degree of approval (large), and the mechanisms of communication with the relevant sectors and institutions came with a degree of acceptance (large). very), and the obstacles came with a degree of acceptance (medium).

3. The study (Abu Draz, 2020) aimed to identify the impact of digital media on social issues in Palestine, and the study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the most used digital media is Facebook, and written conversation is the most ways to communicate with friends of digital media, and the most areas of follow-up digital media are the social field, and then the political field.

4. The study (Abu Draz, 2019) aimed at identifying the role of social networks in promoting the values of citizenship among students of public relations and media in universities in Gaza provinces. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the role of social networks in promoting citizenship values among students of public relations and media in universities in Gaza provinces came with a relative weight of (74.081), which is a degree of acceptance (large).

5. The study (Al-Masry and Abu Jabr, 2017) aimed at identifying the relationship between the levels of use of digital media by the Palestinian public and the levels of knowledge of youth issues. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection. One of the most important results of the study was that the Palestinian public relies in the first place on the Internet as a source of information.

6. The study (Al-Hajri, 2017) aimed at identifying the role of the media in spreading family awareness in society. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection. One of the most important results of the study was that we cannot make an absolute judgment on what the media can do of influence, and contribute to spreading family awareness on the individual and society, without taking into account the variables that play the primary role in causing this type of impact and awareness, whether positive or Negative.

7. The study (Shaqoura, 2014) aimed at identifying the impact of social media and modern communication on political change in the Arab region 2011-2014. The study adopted the descriptive analytical approach. One of the most important results of the study was that modern means of communication and social communication turned into an element of pressure and control, which increased its impact and role in political life in Arab societies.

8. The study (Fida, 2014) aimed at identifying the impact of new media on cultural growth among young people. The study adopted the descriptive analytical approach, which is a qualitative research. One of the most important results of the study was that we cannot not point out the need to show the disadvantages of using new media.

9. The study (Nairat, 2014) aimed at identifying the impact of societal media on the formation of public opinion. The study adopted the descriptive analytical approach, which is a qualitative research. One of the most important results of the study was that the strong impact of social media on peoples cannot be ignored, and push them to move and participate in public life.

Previous studies on sustainable blue economy strategies:

1. The study (Dashore and Lifteh, 2021) aimed at identifying the blue economy as a new path to promote sustainable economic development in Bangladesh. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the blue economy can be one of the solutions to revive economic conditions, and that there are few marine industries that have been invested in Bangladesh, due to the lack of sufficient material, technical and human resources to manage the requirements of the transition to a sustainable blue economy.

2. The study (Afelviz and Bin Hamemid, 2019) aimed at identifying the impact of the green economy on achieving sustainable development in small island developing states. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the impact of the blue economy is a framework for achieving sustainable development, as a new development model that supports existing development models, as the seas and oceans are a basic base for its establishment. Since SIDS are an integral part of these water bodies, the blue economy approach is in line with their development context, being a special case in the global development landscape, given their unique general characteristics.

3. The study (Tawfik, 2019) aimed at identifying the role of digital media in promoting awareness of the blue economy to keep pace with Africa's Agenda 2063, and the study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection. One of the most important results of the study was that most of the topics on Egyptian news websites about the blue economy do not exceed coverage of the movements of officials and ministers and lack of attention to the interests and preferences of the public.

4. A study (Gharbi and Mohammadi, 2019) aimed at identifying the future of adopting a sustainable blue economy as an alternative to the coastal oil states in Algeria. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that most coastal oil countries have a significant marine territory and balance, but their exploitation of marine natural resources is still unregulated and insufficient, due to the lack of access to these countries to achieve self-sufficiency and adequate sustainable development, and this does not prevent the blue economy from becoming a new path for new global growth in the oil-coastal states, especially Algeria.

5. The study (Miskeen and Zargout, 2019) aimed at identifying the impact of the trend towards the blue economy on sustainable development. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the lack of interest in the sustainability of the blue economy leads the Earth's ecosystem to suffer irreparable damage, which may hinder the ability of future generations to maintain current living standards.

6. The study (Gubran and Qallal, 2018) aimed at identifying the role of the blue economy in achieving environmental and economic sustainability in the Mediterranean

countries. The study adopted the descriptive analytical approach, and used the questionnaire as a tool for data collection, and one of the most important results of the study was that the Mediterranean region is one of the largest biodiversity sites in the world, and the fifth biggest economy in the world.

Sixth: Commenting on previous studies: -

- Most of the previous studies are relatively recent, they were applied from 2014 to 2021.
- - The previous studies dealt with issues related to the subject of the current study, such as: (social media sites, blue economy).
- The places of application of previous studies differed in: (Palestine, UAE, KSA, Egypt, Algeria & Bangladesh).
- All previous studies used the descriptive analytical method.
- The researcher benefited from previous studies in building the study tool, which is the questionnaire.

Theoretical framework

First: Social Media Sites:

They are platforms on the Internet or mobile phone, which allow two-way interaction, through content produced by users themselves, as well as communication between users, and social media sites are not like media that come out only from one source or from a fixed website, but rather means of communication through platforms designed specifically to allow users to find and produce content themselves, and interact with information and its source (Kaiser et al., 2015: 11).

Social media sites refer to sites and programs that rely on the Internet to facilitate communication between users and the exchange of information among them, through computers or mobile phones, and these sites can be used for social purposes, such as achieving interaction between friends, family members and others wherever they are, and can also be used for commercial purposes, because these sites have become important marketing bases for companies that seek to attract the attention of more customers, and social media sites allow their users to access its content that includes different types of information, photos and videos, or even documents.

The revolution of communication technology is deemed the main reason for the emergence of various social media sites, so the Internet that connects computer networks around the world was the cradle of the birth of those sites, and the first social media site appeared in 1997, and it was different from the nature of the websites prevailing at that time, as this site allowed its users to create their own profiles during it, as well as allowing other users to add other users to the user's page on the site (www.mawdoo3.com).

Second: Emirate of Umm Al Quwain:

It is the second smallest emirate in the United Arab Emirates in terms of area, located on the coast of the Arabian Gulf on "Khor Al Baydha". Its history dates back more than 5,000 years. Trade is active in it, due to the presence of the seaport, and it follows the Falaj Al Mualla agricultural area, which is 52 km away. The emirate includes a number of islands that are full of seagulls, rabbits, and wild gazelles, in addition to archaeological sites dating back to the dawn of Islam. Its area is about 720 square kilometers, equivalent to approximately 1% of the country's area, without islands. Umm Al Quwain is located between the emirates of Sharjah from the southwest, and Ras Al Khaimah from the northeast, and its shores extend for a length of approximately 23 kilometers. Umm Al Quwain, the capital of the emirate, is located on a

narrow peninsula called “Khor Al Bidiya”. It includes about seven castles. The emirate relies mainly on fishing, and exports its marine products across Europe and Middle East region (official portal of the UAE government, <https://u.ae/>).

Third: Sustainable Blue Economy Strategies

The concept of the Blue Economy:

It is the good management of water resources and dependence on the seas and oceans for sustainable development, poverty eradication and food self-sufficiency. The blue economy is about the sustainable use and conservation of water resources – oceans, seas, lakes and rivers – to drive economic growth, improve livelihoods and create jobs, while ensuring respect for the environment, cultural values and biodiversity. The blue economy includes the generation of electricity from water power, mining activities in the seas and oceans, marine tourism, fishing and marine life activities, extraction of raw materials from the sea, and other forms of economic activity associated primarily with water. Marine life represents almost 99% of life on the planet, while only 1% remains on land, and the seas and oceans absorb about 50% of harmful emissions that come out of land, and despite this environmental importance, it goes beyond economic importance or what is known as the blue economy (Electronic Egyptian Insurance Federation website, www.ifegypt.org).

Blue Economy and Sustainable Development:

Among the goals adopted by the United Nations within the 2030 plan for Sustainable Development, there is an independent goal that seeks to sustainably use and preserve life under water, which is Goal No. (14), (the conservation and sustainable use of oceans, seas and marine resources to achieve sustainable development).

Sustainable Development Goal 14 calls on the international community to conserve and sustainably use the oceans, seas and marine resources for sustainable development. The importance of oceans for sustainable development is widely recognized by the international community and is an integral part of the core commitments adopted by Member States in this regard.

Sustainable Development Goal 14 seeks to prevent and reduce marine pollution; support the sustainable management and protection of marine and coastal ecosystems; deal with the impacts of ocean acidification; regulate fishing and end illegal, unreported and unregulated fishing and destructive fishing practices; preserve coastal and marine areas; increase the economic benefits of developing and least developed countries from the sustainable use of marine resources; and enhance means of implementation, including increased scientific knowledge; and transfer Marine technology and the implementation of international law as contained in the United Nations Convention on the Law of the Sea (UNCLOS) of 1982 (Electronic Egyptian Insurance Federation website, www.ifegypt.org).

Principles of a Sustainable Blue Economy

- Providing social and economic returns for current and future generations by contributing to achieving food security, eradicating poverty, improving the standard of living, improving income, providing job opportunities and safety, and achieving sustainable health, security and political development.
- -Preserving the diversity, productivity, functions and value of marine ecosystems and the natural hosts on which their prosperity depends.
- Relying on clean technology, renewable energy and material recycling, in order to ensure economic and social sustainability at all times.
- The management of the blue economy is controlled through the use of management methods that are comprehensive and sustainable.

- Support dialogue with stakeholders, with the importance of developing a common definition and frame of reference for the blue economy. - Strengthen the commitment of the government and all relevant stakeholders to the vision of a sustainable blue economy, and work to turn this vision into reality.
- Communicate about the blue economy with stakeholders in decision-making processes, as well as in the educational framework or raising awareness (Electronic Egyptian Insurance Federation website, www.ifegypt.org).

Study Methodology

First: Study Methodology:

The descriptive analytical approach has been adopted, which depends on the study of the phenomenon as it exists in reality, and is concerned as an accurate description, and expresses it qualitatively and quantitatively. The data sources in this study are divided into two types:

Main Data

It is represented in the study tool (questionnaire), in order to identify the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy and the mechanisms of its activation.

Secondary Data

It is represented in previous studies and literature, and the libraries' contents of studies, research, books and references in the field of study.

Second: Community of the Study:

The community of the study consists of the entire public in the Emirate of Umm Al Quwain in the United Arab Emirates.

Third: Study Sample:

The questionnaire was distributed electronically to the public in the Emirate of Umm Al Quwain in the United Arab Emirates, and (408) questionnaires were retrieved, representing the real sample of the study. The study sample is distributed according to the following tables:

(Table No. 1): *Distribution members of the study samples according to sex*

Sr. No.	Sex	No.	%
1	Male	42	10.3
2	Female	366	89.7
Total		408	100%

It is clear from the previous table that the percentage of members of the study sample of (males) is (10.3%), and (females) is (89.7%), meaning that most of the members of the study sample are females.

Table No. 2: *Distribution members of the study samples according to nature of work*

Sr. No.	Sex	No.	%
1	Employed	131	32.1
2	Not employed	265	65.0
3	University student	12	2.9
Total		408	100%

It is clear from the previous table that the percentage of members of the study sample which are (working) is (32.1%), those which are (not working) are (65.0%), and (university students) are (2.9%), meaning that most of the members of the study sample are those which do not work.

Table (3): Distribution of Study Sample by Academic Qualification

(Table No. 3) *Distribution member of the study samples according to the academic qualification*

Sr. No.	Academic Qualification	No.	%
1	high secondary school certificate and less	64	15.7
2	diploma	47	11.5
3	bachelor	250	61.3
4	postgraduate studies	47	11.5
Total		408	100%

The previous table shows that the percentage of members of the study sample which have an educational qualification (high secondary school certificate or less) is (15.7%), and those which se academic qualification (diploma) is (11.5%), and those which se academic qualification is (bachelor) is (61.3%), and those which se academic qualification (postgraduate studies) is (11.5%). This means that most of the members of the study sample have a bachelor degree.

Fourth: Study Tool:

The questionnaire was used as a data collection tool, which was specifically designed to identify the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies and mechanisms to activate it.

Fourth: Components of the Questionnaire:

The questionnaire consists of:

1. Personal data: It includes the following personal data: (gender, nature of work, academic qualification).
2. The axis of public awareness in the Emirate of Umm Al Quwain of sustainable blue economy strategies, which consists of (6) sub-questions.
3. The role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies, which consists of (5) sub-questions.
4. The axis of the challenges of activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy and the mechanisms for activating it, which consists of (2) sub-questions.

Credibility from the point of view of the arbitrators:

The questionnaire was presented to (5) referees with experience and competence, in order to verify the integrity of the linguistic formulation of the questionnaire, the clarity of the questionnaire instructions, the affiliation of the axes to the questionnaire as a which le, the belonging of the paragraphs to the axes of the questionnaire, and the validity of the questionnaire to measure the objectives associated with this study. Thus verifying the validity of the questionnaire from the point of view of the arbitrators.

Fifth: Statistical methods used:

To Feedback the questions of the study, the Statistical Package for the Social Sciences (SPSS) (frequencies, percentages) was used to perform the statistical analyzes necessary for the study.

Results of the field study

First: The Feedback to the first question

The question is:

How aware is the public in Umm Al Quwain about sustainable blue economy strategies?

This question was answered by calculating the frequency of answers of the study sample members and the percentage of the following sub-questions:

Have you heard of the term sustainable blue economy before?:

Table 4: Answers to the question:

Have you heard of the term sustainable blue economy before?.

(Table No. 4) *Have you heard of the term sustainable blue economy before?.*

Sr. No.	Feedback	frequency	%
1	Yes	219	53.7
2	No	189	46.3
Total		408	100%

It is clear from the previous table that the percentage of the study sample which has heard of the term sustainable blue economy before is (53.7%), meaning that nearly half of the study sample members have heard of the term sustainable blue economy before.

If yes, what is the source of knowledge?

Table (5): *Feedback to a question: If the Feedback is "yes", what is the source of knowledge?*

Sr. No.	Feedback	frequency	%
1	social media sites	190	46.6
2	news sites	71	17.4
3	family and friends	36	8.8
4	work	30	7.4
5	TV	24	5.9
6	newspapers	24	5.9
Total		408	100%

It is clear from the previous table that the percentage of the study sample which heard the term sustainable blue economy before through (social media sites) is (46.6%), by (news sites) is (17.4%), by (family and friends) is (8.8%), by (work) is (7.4%), by (TV) is (5.9%), and by (newspapers) is (5.9%). This means that nearly half of the study sample members have heard the term sustainable blue economy before through social media sites.

3. Have you heard of the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the UAE before?

Table 6: Answers to the question: Have you heard of the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates before?

Sr. No.	Feedback	frequency	%
1	Yes	195	47.8
2	No	213	52.2
Total		408	100%

The previous table shows that the percentage of study sample members which heard about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates before is (47.8%), meaning that nearly half of the study sample members have heard about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates before.

4. If the Feedback is "Yes", what is the source of knowledge?

Table (7): Answers to a question: If the Feedback is "yes", what is the source of knowledge?

Sr. No.	Feedback	Frequency	%
1	social media sites	148	36.3
2	news sites	87	21.3
3	family and friends	66	16.2
4	work	42	10.3
5	TV	30	7.4
6	newspapers	24	5.9
Total		408	100%

It is clear from the previous table that the percentage of the study sample which heard about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates before through (social media sites) is (36.3%), by (news sites) is (21.3%), by (family and friends) is (16.2%), by (work) is (10.3%), by (TV) is (7.4%), and by (newspapers) is (5.9%), meaning that nearly a third of the study sample members heard about the strategies of the sustainable blue economy that It was previously launched by the Emirate of Umm Al Quwain in the United Arab Emirates through social media.

5. What are the components of a sustainable blue economy?:

Table 8: Answers to the question: What are the components of a sustainable blue economy?

Sr. No.	Feedback	Frequency	%
1	Marine renewable energy	215	52.7
2	marine biotechnology	161	39.5
3	marine fishing	153	37.5
4	marine and entertainment tourism	137	33.6
5	education and marine researches	137	33.6
6	aquaculture	136	33.3
7	marine industries	89	21.8
8	shipping, ports and maritime logistics	84	20.6
9	mining in Seas and oceans	59	14.5
Total		408	100%

It is clear from the previous table that the percentage of study sample members which believe that the components of the sustainable blue economy are (marine renewable energy) is (52.7%), (marine biotechnology) is (39.5%), (marine fishing) is (37.5%), (marine and entertainment tourism) is (33.6%), (education and marine researches) is (33.6%), (aquaculture) is (33.3%), (marine industries) is (21.8%), (shipping, ports and maritime logistics) is (21.8%), and (mining in Seas and oceans) is (14.5%), meaning that the study sample believes that the most important component of a sustainable blue economy is marine renewable energy.

6. What are the benefits of a sustainable blue economy?:

Table 9: *Feedback to the question: What are the benefits of a sustainable blue economy?*

Sr. No.	Feedback	Frequency	%
1	achieving food security	250	61.3
2	providing new renewable energy	195	47.8
3	providing job opportunities	185	45.3
4	improving the standard of living	179	43.9
5	contributing to poverty eradication	167	40.9
6	providing new investments	144	35.3
7	providing clean technology	120	29.4
8	accelerating transportation	72	17.6
Total		408	100%

The previous table shows that the percentage of study sample members which believe that the benefits of a sustainable blue economy (achieving food security) is (61.3%), (providing new renewable energy sources) is (47.8%), (providing job opportunities) is (45.3%), (improving the standard of living) is (43.9%), (contributing to poverty eradication) is (40.9%), (providing new investments) is (35.3%), (providing clean technology) is (29.4%), and (accelerating transportation) is (17.6%) In other words, respondents believe that the most beneficial benefit of a sustainable blue economy is food security.

Second: Feedback to the second question:

The question is:

What is the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?

This question was answered by calculating the frequency of answers of the study sample members and the percentage of the following sub-questions:

1. What is the role of social media in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy?:

Table (10): *Feedback to the question: What is the role of social media in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy?*

Sr. No.	Feedback	Frequency	%
1	a very big role	208	51.0
2	a big role	106	26.0
3	a medium role	59	14.5
4	a weak role	11	2.7
5	a very weak role	24	5.9
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy (a very big role) is (51.0%), (a big role) is (26.0%), (medium role) is (14.5%), (a weak role) is (2.7%), and (a very weak role) is (5.9%), meaning that (77.0%) of the study sample members believe that the role of social media sites in educating the public in the Emirate of Umm Al Quwain with sustainable blue economy strategies plays a very big or big role.

2. What is the role of social media in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates?

Table (11): Feedback to the question: What is the role of social media in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates?

Sr. No.	Feedback	Frequency	%
1	a very big role	189	46.3
2	a big role	123	30.1
3	a medium role	60	14.7
4	a weak role	18	4.4
5	a very weak role	18	4.4
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates (a very big role) is (46.3%), (a big role) is (30.1%), (a medium role) is (14.7%), (a weak role) is (4.4%), and (a very weak role) is (4.4%), i.e. (76.4%) of the study sample think that the role of social media in educating the public in Umm Al Quwain about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates.

What are the sites address sustainable blue economy topics?

Table (12): Feedback to the question: What are the sites address the topics of the sustainable blue economy?

Sr. No.	Feedback	Frequency	%
1	Barq Al-Emarat News Network	218	53.4
2	Ameed Al-Emirat News Network	142	34.8
3	Emirates News Agency	136	33.3
4	Abu Dhabi News Network	89	21.8
5	Emirates News Network	84	20.6
6	Sharjah News Network	48	11.8
7	Al Ain News Network	42	10.3
8	Yasi Emirates Network	30	7.4
9	the official website of the Government of Umm Al Quwain	1	0.2
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that among the sites that deal with sustainable blue economy topics is (Barq Al-Emarat News

Network) is (53.4%), (Ameed Al-Emirat News Network) is (34.8%), (Emirates News Agency) is (33.3%), (Abu Dhabi News Network) is (21.8%), (Emirates News Network) is (20.6%), (Sharjah News Network) is (11.8%), (Al Ain News Network) is (10.3%), and (Yasi Emirates Network) is (10.3%). Al-Ikhbariya (7.4%), and (the official website of the Government of Umm Al Quwain) is (0.2%), meaning that nearly half of the respondents believe that the Emirates Lightning News Network is the most sites that deal with sustainable blue economy topics.

4. What are the forms of social media displayed on sustainable blue economy topics?:

Table (13): Feedback to the question: What are the forms of social media displayed on the topics of the sustainable blue economy?

Sr. No.	Feedback	Frequency	%
1	Picture	230	56.4
2	News	226	55.4
3	Video	120	29.4
4	Graphs	71	17.4
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that the forms of social media displayed on the topics of the sustainable blue economy (picture) is (56.4%), (news) is (55.4%), (video) is (29.4%), and (graphs) is (17.4) This means that nearly half of the study sample members believe that the picture or news is one of the most displayed forms offered by social media sites on sustainable blue economy topics.

5. Which are the personalities which appear on social media when addressing the topics of the sustainable blue economy?

Table (14): Feedback to the question: Which are the personalities that appear on social media when addressing the topics of the sustainable blue economy?

Sr. No.	Feedback	Frequency	%
1	government officials	212	52.0
2	specialists in the maritime field	185	45.3
3	Academics	96	23.5
4	representatives of local organizations	83	20.3
5	foreign experts	59	14.5
6	representatives of regional organizations	48	11.8
7	representatives of international organizations	36	8.8
8	Digital media celebrities	1	0.2
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that among the personalities that appear on social media sites when dealing with the topics of the sustainable blue economy (government officials) is (52.0%), (specialists in the maritime field) is (45.3%), (academics) are (23.5%), (representatives of local organizations) are (20.3%), (foreign experts) is (14.5%), (representatives of regional organizations) are (11.8%), (representatives of international organizations) are (8.8%), and (Digital media celebrities) is (0.2%), meaning that nearly half of the respondents believe that government officials are among the most prominent figures on social media when addressing sustainable blue economy topics.

Feedback to the third question

The question is:

What are the challenges of activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies and mechanisms for activating it?

This question was answered by calculating the frequency of feedback of the study sample members and the percentage of the following sub-questions:

What are the challenges of activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?:

Table (15): *Feedback to the question: What are the challenges of activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?*

Sr. No.	Feedback	Frequency	%
1	shortage of the staff working in the economic media field	159	39.0
2	lack of experience and specialization among media professionals in the field of economic media field	155	38.0
3	monopoly of information technology companies over the prices of their new products and applications	140	34.3
4	lack of available information about the seas and oceans)	131	32.1
5	The negative effects of the sustainable blue economy	66	16.2
Total		408	100%

It is clear from the previous table that the percentage of the study sample members which believe that one of the challenges of activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies (shortage of the staff in the economic media field) is (39.0%), (lack of experience and specialization among media professionals in the field of economic media) is (38.0%), (monopoly of information technology companies over the prices of their new products and applications) is (34.3%), and (lack of available information about the seas and oceans) is (32.1%). The negative effects of the sustainable blue economy) is (16.2%), meaning that nearly a third of the study sample believes that one of the most challenges of activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies is the lack of cadres working in the field of economic media, the lack of experience and specialization of media professionals in the field of economic media, the monopoly of information technology companies over the prices of their new products and applications, and the lack of available information about the seas and oceans.

2. What are the mechanisms for activating the role of social media in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?:

Table (16): Feedback to the question: What are the mechanisms for activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies?

Sr. No.	Feedback	Frequency	%
1	presence of research and educational centers specialized in the field of economic media	203	49.8
2	publishing news and issues related to sustainable blue economy topics	166	40.7
3	hosting specialists in the field of sustainable blue economy in various media	160	39.2
4	credibility and honesty in reporting news	155	38.0
5	presence of a higher national media strategy to adopt sustainable blue economy issues	143	35.0
6	adoption of government policies to promote a sustainable blue economy	137	33.6
7	presence of advanced information to support economic media research	126	30.9
Total		408	100%

It is clear from the previous table that the percentage of the study sample which believe that one of the mechanisms for activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of the sustainable blue economy (the presence of research and educational centers specialized in the field of economic media) is (49.8%), (publishing news and issues related to sustainable blue economy topics) is (40.7%), (hosting specialists in the field of sustainable blue economy in various media) is (39.2%), and (credibility and honesty in reporting news) is (38.0%), (presence of a higher national media strategy to adopt sustainable blue economy issues) is (35.0%), (adoption of government policies to promote a sustainable blue economy) is (33.6%), and (presence of advanced information to support economic media research) is (30.9%), meaning that nearly half of the study sample members believe that one of the most effective mechanisms for activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies is the presence of Research and educational centers specialized in the field of economic media.

Results, recommendations and proposed studies

First: The results of the study:

- Most of the study sample are female.
- Most of the members of the study sample are those which do not work.
- Most of the members of the study sample have a bachelor's degree.
- Nearly half of the study sample had heard of the term sustainable blue economy before.
- Nearly half of the study sample members had heard of the term sustainable blue economy before through social media sites.
- Nearly half of the study sample had heard of the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates before.

- Nearly a third of the study sample heard about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates through social media sites.
- The most important component of a sustainable blue economy is marine renewable energy.
- The most important benefit of a sustainable blue economy is food security.
- The role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies is very big or significant.
- (76.4%) of the study sample believe that the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the sustainable blue economy strategies launched by the Emirate of Umm Al Quwain in the United Arab Emirates is very big or big. –

The Emirates Barq News Network is the most comprehensive website that deals with sustainable blue economy.

- The picture or news are ones of the most common forms of publication offered by social media sites on the topics of the sustainable blue economy.
- Government officials are among the most visible figures on social media when addressing the topics of the sustainable blue economy.
- One of the most important challenges of activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about the strategies of a sustainable blue economy is the shortage of the staff working in the economic media field, the lack of experience and specialization of media professionals in the field of economic media, the monopoly of information technology companies over the prices of their new products and applications, and the lack of available information on the seas and oceans.
- One of the most effective mechanisms for activating the role of social media sites in educating the public in the Emirate of Umm Al Quwain about sustainable blue economy strategies is the presence of research and educational centers specialized in the field of economic media.

Second: Recommendations of the Study:

1. Building persuasive strategies suitable for the public browsing social media sites, and mobilizing this public to participate in sustainable development plans, to cope with the vision of the United Arab Emirates.
2. Coordination between state institutions, public and private media and websites, in light of the national objectives of the state, through the formulation of the features of a national media policy based on media freedom balanced with social responsibility, and includes the general principles agreed upon, and is concerned with supporting the sustainable development plan of the vision of the United Arab Emirates.
3. Promoting and establishing partnerships and initiatives between coastal countries, to use the potentials of the blue economy.
4. Increase awareness of decision-makers, society and the private sector of the importance of the blue economy.
5. Drawing out recommendations that would help educate the public about the need for concerted efforts to use water bodies with a comprehensive sustainable concept, and not only a competitive market concept among different investors in the world.

Third: Proposed Studies:

1. The efforts of the Emirate of Umm Al Quwain in educating the public about sustainable blue economy strategies.
2. Mechanisms for benefiting from sustainable blue economy strategies.
3. The role of social media in educating the public in the UAE about sustainable blue economy strategies and mechanisms for activating it.

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