

## **Attitudes of university students towards addressing the digital (electronic) press in light of its competition with social networking sites for social issues**

By

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### **Abstract**

University students were able to benefit from modern technology in all fields with what is new and useful for them, in addition to the fact that modern technology because of its positives and negatives as well, and that students are the most affected by it, including addiction to its use and exposure to immoral materials and psychological damage, and all this works to change their tendencies and attitudes, and the students' dependence on modern technology in light of the continuous development in various fields of life, and then this dependence becomes a daily behavior for university students, in addition to the excessive influence of that technology on their thinking patterns, although social networking sites is somewhat new in our societies, but the speed of its spread and ease of access to it, whether from the publisher or the reader, made it the fastest media medium in terms of spread in the whole world, and the most used by members of society, especially university students, and our research deals with the trends of university youth for this kind of technology through the extent to which they follow up on social issues through electronic newspapers in light of their competition for social networking sites.

**Keywords:** Attitudes, university students, digital (electronic) press, social networking sites, social issues.

### **Introduction**

The spread of modern technology in various areas of life, has greatly affected all societies, which led to the change of traditional concepts in several areas such as work, education and commerce as well as the media, through the websites of daily newspapers, and modern technology is not only a development, but rather a scientific and intellectual development. It is the first building block in science and knowledge, social relations and communication, and all of this helped establish relations between university students with each other through social networking sites that went beyond time and place, and worked on the spread of different cultures and languages.

### **Methodological Framework for Research**

#### ***Importance of research 1***

***The importance of this research lies in.***

- 1) 1-Addressing a topic that is considered one of the new and emerging topics in the society.
- 2) 2-Our lives have become greatly affected by modern technology that has been characterized by permanent and continuous development, and among this technology are digital (electronic) newspapers and social networking sites to have an important and distinguished position within our new uses, which portends a new future for this press

- after reluctance to read paper newspapers.
- 3) 3-The importance of the research appears through the knowledge of the university students' tendencies and attitudes to the digital (electronic) press, especially after the emergence of social networking sites as a competitor to these newspapers in dealing with social issues.
  - 4) 4-The importance of the research lies in the extent to which university students use digital (electronic) newspapers and social networking sites and expose them to various issues in society through these means.
  - 5) 5-The importance of the research lies in the fact that it targets university students as they are the youth of the future and that they have grown up in parallel with the tremendous technological development of the media, including the digital (electronic) press and social networking sites.

## **Research objectives 2**

### ***The research aims to identify.***

- 1) 1-The extent to which university students use digital (electronic) newspapers and social networking sites.
- 2) 2-The extent to which university students follow up on community issues through digital (electronic) newspapers and social networking sites.
- 3) 3-The most important social issues that university students are interested in when browsing digital (electronic) newspapers and social networking sites.
- 4) 4-The most important digital (electronic) newspapers and social networking sites that university students rely on to obtain information on various social issues.
- 5) 5-Reasons for university students browsing digital (electronic) newspapers and social networking sites in their follow-up to current events in society.
- 6) 6-Attitudes of university students towards the digital (electronic) press and social networking sites in following up on social issues.

### ***Research problem 3***

The media greatly contribute to social issues in light of the speed and popularity of these media, as well as the close link between the media and community issues. Therefore, electronic media, including digital (electronic) newspapers and social networking sites, have an important role in shaping the attitudes of university students by doing their work to the pages on social networking sites and blogs, such as cultural, social, or other. University students are the mainstay in society through which the progress or backwardness of society can be halted.

### ***Therefore, the research problem is crystallized in the knowledge of;***

What are the tendencies and attitudes of university students towards digital journalism in light of its competition for websites by addressing social issues?

### ***Previous studies 4***

A. The study of Hala Bassiouni Mohammad Katak (2013): entitled: "The electronic press's treatment of social issues of university youth in the light of the theory of prioritization - a comparative applied study" (Kitak, 2013; (Muller & de Klerk, 2020; Rachman, 2021; Setiawan, Nasihien, & Masirin, 2021): The study aims to identify the form of social treatment through the study newspapers, as well as identifying the university youth agenda for social issues and its importance to them according to several variables (gender - education - economic and social level), and the study reached a set of results, the most important of which are: the arrangement of the university youth's social agenda according to a scientific and literary type is as follows: Scientific (unemployment - corruption - sexual harassment - extremism - internet

addiction - illegal immigration), and for the study newspapers agenda combined, corruption ranked first, then violence, then unemployment, then Extremism, then internet addiction and finally sexual harassment and illegal immigration.

As for the similarities and differences between this study and our research, the similarities are represented in the fact that this study studies the social issues raised by the electronic press and its treatment of those issues, as for the difference, this study deals with the issues of university youth in the light of the theory of priority order, as for our research, it studies the attitudes of university students towards digital journalism in light of its competition with social networking sites for social issues.

B. Study of Dr. Muhammad Sami Sabri Salem (2014) entitled “The role of electronic newspapers in shaping the attitudes of university youth towards the issue of the 2014 presidential elections” (Salem, 2014)

The study aimed to identify the role of electronic newspapers in shaping university youth's attitudes towards the issue of the 2014 presidential elections. As for the type and method of the study, it belongs to descriptive studies, and the survey method was used, as for the study sample, it was applied to a random sample of (200 items) of young people. University students from 18-22 years old from universities (Al Mansoura - Damietta). The study reached a set of results, the most important of which are (more than half of the total sample of the study who browse electronic newspapers from university youth, their browsing rate was (average), and a small percentage whose browsing rate was low, and (the presidential election issue) came at the forefront of the political issues that concerned university students in electronic newspapers, and the least concerned is the issue of (strikes and sit-ins), and that the largest percentage of university youth have (negative attitudes) towards the issue of the presidential elections, and that the least percentage have positive attitudes

As for the similarities and differences between this study and our research, as it is similar to our research through the role of electronic newspapers in shaping the attitudes of university youth and the difference, it shows the attitudes of university youth towards elections, while our research deals with the attitudes of university students to social issues.

## **Defining concepts and terms<sup>5</sup>**

Directions: "It is the result of the integration of a group of partial experiences that revolve around a specific subject, their differentiation and separation from other experiences until they take a unified form in the form of a general psychological trend that has the character of stability and relative permanence. (Esawy, undated, p. 205)(

Digital (electronic) press: It is the published press through electronic publishing means and channels on a regular basis and combines the concepts of journalism and a sequential file system, and contains current events, and is viewed through a computer via the Internet. (Amin R., 2007, p. 94)

University students: They are the male and female undergraduate age group, whose ages are 18 and over, and they are considered to be in the stage of intellectual maturity and who regularly study at the College of Media / University of Baghdad and in all departments of the college of graduate and primary students.

Social issues: “It is a specific event in a society as a result of changes occurring to it as

a result of external or internal factors on society. Social issues in terms of society include a large human group and wide geographical borders.

## **Theoretical Framework of Research**

The most important features of the new (electronic) media: (Fedá, without a year of publication, p. 11)

- 1) 1-New media technology has fundamentally changed the behavior patterns of the means of communication in terms of requiring a high degree of attention, the user must perform an active action in which he chooses the content he wants to obtain.
- 2) 2-New media technology has also led to the merging of the various media, which in the past were independent media, not related to each other, in a way that eliminated the boundaries between those media.
- 3) 3-It made media freedom an inescapable reality, the World Wide Web, for example, made it possible for anyone with an Internet connection to become a publisher, and to deliver his message to all parts of the world at a negligible cost.
- 4) 4-New media is multimedia, as it has made a qualitative revolution in the communication content that includes a mixture of texts, images, audio files and video clips, this multimedia content has spread tremendously during the past years, especially through what is known as citizen journalism, and it has had great social, political and commercial effects that require reflection and study.
- 5) 5-Fragmentation of the masses: This means the increase and plurality of choices for media consumers, whose time has become divided among many means such as websites, social networks, smart phones and electronic video games, in addition to traditional means such as newspapers, radio and television.
- 6) 6-Absence of synchronicity: It means that there is no need for the sender and receiver to be present at the same time, the recipient can obtain the content at any time he wants.
- 7) 7-Diffusion and universality of reach: Diffusion means its prevalence and reach to almost all segments of society, in addition to its universality and its ability to transcend geographical boundaries.
- 8) 8-Communicability regardless of the specifications and standards of the content creator. (Al-Khatib, 2021)

### ***Electronic media (social networking sites) and social issues***

Scientific progress in the field of communications is the important impact on the emergence of social networking sites, as these means seek to influence the culture of society in a large way and then its view of the world, as well as working to raise and discuss societal issues such as cultural and scientific issues and others, and those influences are between negative and positive. Among the most important positive effects: enhancing scientific productivity, as social media enhances the scientific productivity of societies, as it allows groups of users who share the same scientific interests in several fields, such as health, politics, economics, and others, enabling them to communicate together to exchange knowledge and experiences among themselves, It is a free media platform, as social media is a media platform that enables people to express their opinions through it freely without comply with any repressive laws that prevent freedom of expression, social networking sites also

facilitate communication with others, as social media is of great importance with regard to the issue of users' communication with each other, as it is an easy way to communicate with other users, or get to know them wherever they are without being restricted geographical boundaries, which would break cultural barriers between different societies, and also work to

increase awareness of social issues as it allows members of societies to discuss issues important to those societies, whether environmental, ethical, or other issues, which increases people's awareness of those issues, in addition, addressing and raising awareness of these issues made the balance of media power tilt in favor of the public, which is difficult for traditional media platforms to achieve, and these means enhance economic power, as many business and trade companies use them to communicate with their customers and market their products, as well as social media is economically distinguished due to the low financial cost necessary to carry out research economic measures in a specific market, and spread It does not reduce unemployment, as it allows the publication of many job opportunities through its platforms, and studies indicate that 60% of employers resort to them to search for employees, and 19% of them choose someone to fill a specific job according to the available information about this person, according to a survey conducted by Career Builder social communication platforms related him according to a survey conducted by a website about employment in social media in 2016. As for its negative effects, it works to limit direct communication as it limits face-to-face communication between community members, as many communications are made through these means through written conversations via a keyboard of computer or a mobile phone, and this would affect and reduce real communication skills with others negatively, and make it difficult to convey feelings as it limits the ability to emotional communication between members of society, where it is only during which to send symbols to express sadness or happiness, but these symbols that are used do not necessarily explain the reality of the owner's feelings, and this affects the relationships between individuals, as well as causing laziness. It is sometimes a reason for community members to feel lazy, as the comfortable use that these means provide in order to communicate with others is easier than the trouble of going to them and meeting them in person, for example, which creates a kind of lethargy and laziness in the person and has an impact on family relationships as Its impact on the disintegration of the family and society appears. Social media plays a role in the preoccupation of family members with each other, because each one of them spends long hours using these sites instead of communicating with the rest of his family and strengthening his relations with them, as well as its work in spreading rumors and false news as social communication means can be used by some people with the aim of spreading rumors among members of the community and misleading them with false news It is also sometimes a cause of many problems that the user faces as a result of violating his privacy through these sites, whether by accessing his personal content through these means, or by knowing his current geographical location as it works and has a major role in negatively affecting the health of its users, especially with regard to not getting enough sleep, social communication means is also sometimes a tool that is misused against the children of society, as it exposes them to cyberbullying, and this matter affects children and their mental health, as it can cause depression and anxiety, and sometimes causes by creating bad habits for members of society; such as neglecting each other while speaking, or distracting while driving, as well as the fact that the continuous use of these sites may prompt individuals to postpone their tasks, the excessive use of these means leads to increased feelings of loneliness and isolation and thus social phobia, it is possible for a person to lose confidence in himself, and his appearance What he owns, and prevents him from participating in social events, and dealing with people around him directly, which causes him many psychological and health problems when exposed to such situations, as well as its impact on the psychological health of individuals such as anxiety and depression, and the impact of social communication means on the culture of society, the spread of false news, the increase of electronic bullying, the increase in loneliness, the distance from direct communication with others, and its role in the decline of visiting relatives, the emotional void, the impact of social communication means on the disintegration of the family and thirdly the community, and others. (Al-Khatib, 2021),

### ***Definition of digital (electronic) journalism and its types***

A number of researchers presented a definition of digital (electronic) journalism by providing different definitions due to the different media features and functions between the types of electronic journalism and the extent to which it benefits from information and communication technology represented in satellites, digital communications, telecommunications and multimedia (Mansir, 2018; 57). Through our review of many definitions, we found that there is no single definition that everyone agrees on, and we can present some definitions of interest to our research from several angles in order to avoid repetition, and in light of this we will present some important definitions as follows.

Digital (electronic) journalism is defined as “a periodic electronic publication that contains current events, whether related to general topics or topics of a private nature, and is read through a computer via the Internet” (Rasheed, 2020, p. 91)

It also defines digital (electronic) journalism as “a means of multimedia, in which news, articles, and all journalistic arts are published through the international information network - the Internet - periodically and with a serial number, using techniques for displaying texts, graphics, animation and some interactive features, and it reaches the reader, Through a computer screen, whether it has a printed origin or a purely electronic newspaper” (Salah, 2015, p. 165)

Digital (electronic) journalism also defined as: “It is a means of multimedia, in which news, articles, and all journalistic arts are published over the international information network (Internet) periodically and with a serial number, using techniques for displaying texts, graphics and animation, and some interactive features, and reaches the reader through the computer screen, whether it has a printed origin, or it is a purely electronic newspaper” (Amin, 2007, p. 95)

### ***Types of electronic newspapers***

Dr. Mohamed Abdel Hamid divides network journalism into four forms through the areas of participation, as follows: (Al Hameed, 2007, p. 151-153)

- 1) Mainstream news sites: sites commonly used as a news medium on the Web, offering a selection of, editorial content, or a product intended for web publishing such as BBC, CNN and Al Jazeera.
- 2) Index and Classification Sites: These sites are often linked to any of the search engines, such as: Google, AltaVista, Yahoo, (as well as some marketing research companies and agencies, and some individual projects)
- 3) 3-News Commentary and Media Opinion Sites: sometimes it is an extension of the category of indexing and rating sites, such as: (discussion and participation sites), and this category sometimes belongs to the censorship press.
- 4) 4-This figure embodies the relationship between content and communication, i.e.: people want to connect with others on a global level.

### ***The importance of the technical (electronic) press***

- 1) The reader's response speed and ease of discussion of the news between the writer and the reader.
- 2) The speed of updating, modifying and renewing the electronic news
- 3) The electronic press provides a wider space for young writers and amateurs and for all segments of society, and writing is not limited to famous and creative writers.
- 4) The electronic press is available at anytime, anywhere and on any topic on any issue,

- in which country and when the reader wants to read it.
- 5) The electronic press contains opinion polls and referendums that give the reader a large space to express his opinion without worry, thus breaking the barrier of fear of censorship.
  - 6) The electronic press provides an archive and an information base for the journalist at all times.
  - 7) The Electronic Press Foundation does not need one fixed headquarters that contains all the staff. (Al-Dulaimi, 2012, pp. 188-189)

### ***Newspapers and shaping trends***

The mass media is working on shaping the trends of the audience exposed to its contents, so when it chooses one method from a group of existing methods to present the topic, it sets the frameworks for this method to the extent that the audience is affected by it and leads it to think in a certain way about this topic. (Anderson, 2003, p. 8), and one of the main functions that mass communication media perform is the function of forming opinions and trends among individuals and groups, because it has an important role in forming public opinion, and that this function cannot be isolated from some other functions, such as the news function. media and education.

It is characterized by the specificity of the goal of this function, which works to form opinions and trends of the public. (Al-Abdullah, 2010), and trends are characterized by relative stability in the sense that they may appear stabilized in the personality of an individual or a group, but this stability can be modified or changed by several factors and variables, including the media, and for this reason the media are often linked and their role in the stability or modification of trends. (Juma, 2013, p. 30) Attitudes are important not only because they are likely to predict behaviors, but because they allow us to understand how people see the world around them, they help people better understand their social environment. Attitudes can also be considered part of the social knowledge that built about individual experiences, beliefs and feelings, attitudes determine the way we think and act, the way our attitudes manifest and pave the way for us to interact with those around us. (Springer, 2012, pp. 11-12)

## **Search procedures and tools**

The procedure contributes to clarifying the steps that the researcher followed when carrying out the field study of the research, which includes the research procedures and tools, as they must meet the scientific methodological conditions of the research to reach accurate scientific results about the role played by the digital (electronic) press in addressing social issues after its competition with *social networking sites*

### ***Determining the research community***

The research community in this research are all students of the College of Media at the University of Baghdad for the academic year 2021-2022, the 55 postgraduate students for doctoral, masters and higher professional diplomas in its three departments of journalism, radio, television and public relations, male and female students, and the preliminary study in its four stages, numbering 270 male and female students with its three divisions.

## **2-Determining the research sample**

A representative sample of the students of the College of Media/ University of Baghdad was determined by selecting a sample of the college's students for the postgraduate and primary

studies and its three branches (press, radio, television and public relations) who use digital journalism (electronic), electronic platforms and social networking sites and the extent of their follow-up to social issues through it. The researcher chose individuals representing the original community in order to generalize the results to it. (Baghdad, 2022)

### ***Type of research sample***

The researcher chose the probability sample or the so-called (chance sample) or (accidental sample) in this research by distributing a questionnaire form to an available sample of 150 students from the College of Media at the University of Baghdad.

## **Research Methodology**

This research is descriptive research, which aims to analyze the characteristics of a particular group or situation or study the facts of a phenomenon, or a group of individuals or goals to obtain sufficient data about them, as well as classifying and analyzing these data to derive a set of results that allow us to make judgments about the subject of the study (Hussain S., 1999, p. 147)

Accordingly, the researcher used the survey method, as it is one of the main methods used in descriptive research to describe the studied phenomenon and estimate it by collecting, classifying and analyzing specific information about the problem (Zughaib, 2009, p. 109). By knowing the opinions of the respondents who use the digital (electronic) press and social networking sites, and the extent to which they follow social issues through them.

### ***Research limits and fields***

Determining the areas of research is one of the methodological steps of the research , which includes three areas;

A. The human field: in the sense of the research sample, as the researcher chose the students at the College of Media for the postgraduate and primary studies and its three branches (press, radio, television and public relations) at the University of Baghdad, because of the difficulty of conducting the research on the entire community, the researcher chose a representative sample of this community.

B. Spatial field: the geographical area in which the research is located, and due to the difficulty of applying the research to all university students, so it represents the spatial field of research in the College of Media at the University of Baghdad, as it was chosen to apply the research in it. C. Time domain: It means the period that the researcher chooses to conduct the research, as the researcher chose the school year 2021-2022 in which blended education was applied in light of the Corona pandemic.

### ***Search tool***

A questionnaire was built on the role of digital (electronic) journalism on the educational process during the Corona pandemic on a sample of students of the College of Media at the University of Baghdad by relying on the objectives of the research and referring to previous studies and taking the opinions of experts in this field, and this tool works to provide scientific objectivity away from bias, the questionnaire consisted of four sections, the first section included demographic characteristics, the second section included the students' interests in digital (electronic) journalism, and the third section between the use of digital (electronic) journalism in shaping attitudes towards social issues, and the fourth section referred to the effectiveness of the press Digital (electronic) and social networking sites in



shaping attitudes towards social issues.

***The validity and reliability of the questionnaire***

**The researcher verified the validity of the questionnaire as follows**

A. Validity of the tool: The researcher presented the questionnaire to (3) professors in the field of media who are.

- 1) Prof.Dr. Siham Hassan Ali Al-Shujairi/ College of Media/ University of Baghdad/ Journalism Department.
- 2) Prof. Dr. Nuzhat Mahmoud / College of Media / University of Baghdad / Department of Journalism.
- 3) Prof. Dr. Adel Abdul Razzak Al Ghurairi/ College of Media / University of Baghdad.

The researcher responded to the opinions of the arbitrators and made the necessary deletion and modification in light of the proposals submitted by them.

B. The reliability of the questionnaire: In order to ensure the realibility of the questionnaire, the researcher applied the tool to an exploratory sample from outside the sample, Then the correlation coefficient was calculated (Test-retest) for the first time and after two weeks the questionnaire was submitted for the second time and according to Pearson's equation as an indicator of the reliability of the tool.

***Research data analysis and interpretation***

In order to achieve the objectives of the research, the procedures and tools used, we will present a description of the personal data of the sample, as follows

***First / Characterization of the primary data of the research sample***

***Type***

**Table (1) shows the distribution of sample members by gender**

Type	Repetition	Percentage	Rank
Male	82	%54,7	first
Female	68	%45,3	second
tT	150	%100	

It is clear from the data of Table (1) that the type of respondents was divided into males and females, as the number of males reached (82) males at a rate of (54.7%), while the number of females reached (68) females at a rate of (45.3%), and this is due to the social nature of community.

***The age***

**Table (2) shows the distribution of respondents by age**

Age stage	Repetition	Percentage	Rank
18-25	111	%74	first
26-30	18	%12	second
36 and up	18	%12	third
From 36 and up	3	%2	Fourth
Total	150	%100	

It appears from the data of Table (2) the age distribution of the respondents, as the age group of (18-25) years ranked first with a rate of (74%), and we conclude from this that the youth age group is the largest group in the Iraqi society, and this indicates that the Iraqi society

is young society.

Academic Achievement

**Table (3)** shows the scientific level of the respondents

Academic achievement	Repetition	Percentage	Rank
PhD	11	%7,3	Second
Master's	7	%4,8	Third
Higher Diploma	1	%0,6	Fourth
BA	131	%87,3	First
Total	150	%100	

Table (3) shows the academic achievement of the respondents, and according to the level of study, those at the bachelor's level ranked first with (131) recurrences and at a rate of (87.3%), and this indicates the level of awareness of university students regarding social issues. Follow-up of the respondent's digital press (electronic)

**Table (4)** shows the extent to which respondents follow the digital (electronic) press

Follow up	Repetition	Percentage	Rank
Always	53	%35,3	Second
Sometimes	76	%50,7	First
Scarcely	19	%12,7	Third
No	2	1,3	Fourth
Total	150	%100	

#### **The Interests in digital journalism (electronic)**

The data of Table (4) indicates that the respondents follow the digital (electronic) press sometimes, as it ranked first with (76) recurrences and a rate of (50.7%), but it always occupied the second place with (53) recurrences and a rate of (35.3%)., while the number of respondents who rarely follow the digital (electronic) press ranked third with (19) recurrences and a rate of (12.7%) ,this indicates the respondents' interest in following up the digital (electronic) press sometimes and not permanently.

**Table 5** shows the time the respondents spend following up on the digital press (electronic)

The time	Repetition	Percentage	Rank
Less than an hour to an hour	110	%73,3	First
Two to three hours	24	%16	Second
Four hours or more	16	%10,7	Third
Total	150	%100	

It is clear from the data of Table (5) that the time (less than an hour to an hour) spent by the respondents in following up on the digital (electronic) press ranked first with (110) recurrences and at a rate of (73.3%), which gives an indication that their follow-up is not in a long time.

**Table 6** shows the time period that the respondents spent following up on the digital (electronic) press

Duration	Repetition	Percentage	Rank
year to 2 years One	72	%48	First
From 3 years to 4 years	46	%30,7	Second
years and over five	32	%21,3	Third
Total	150	%100	

Table (6) indicates that the time during which respondents browse the digital (electronic) press from one to two hours ranked first with (110) recurrences and at a rate of

(73.3%), which gives an indication that their follow-up for a short period of time.

**Table (7)** indicates the respondents' preference for following up on the digital (electronic) press.

Preference for electronic newspapers	Repetition	Percentage	Rank
Local digital (electronic) newspapers	46	30,7	Second
Arabic digital (electronic) newspapers	73	48,7	First
Global digital (electronic) newspapers	31	%20,6	Third
Total	150	%100	

Table (7) shows the respondents' preference for (electronic) Arab digital journalism, as it ranked first with (73) recurrences and a rate of (48.7%), which is clear that they tend to the Arab digital press more than the local and international ones.

**Table (8)** shows the respondents' opinion on the content of the digital (electronic) press

The opinion	Repetition	Percentage	Rank
Good	67	44,7	Second
Average	79	52,7	First
weak	4	%2,6	Third
Total	150	%100	

Table (8) shows that (average) ranked first with (79) recurrences and a rate of (52.7%), and this gives an indication that the respondents believe that the content presented through the digital press is at an average level.

**Table (9)** shows the reasons why the respondents follow the digital (electronic) press

The reasons	Repetition	Percentage	Rank
Being up to date with technological developments	75	%50	First
Being inexpensive	25	%16,7	Third
It has many advantages	50	%33,3	Second
Total	150	%100	

It is clear from the data of Table (9) that the respondents see the reasons for their follow-up to the digital (electronic) press is (being in line with technological developments), as it ranked first with (75) recurrences and at a rate of (50%), and the reason lies in the fact that we are currently in the era of technological progress and that the public wants to keep up with events first hand.

**Table (10)** indicates the extent to which respondents follow social networking sites

The website	Repetition	Percentage	Rank
Facebook	47	%31,3	Second
Twitter	16	%10,8	Third
The YouTube	6	%4	Fourth
Instagram	74	%49,3	First
snap chat	2	%1,3	sixth
other	5	%3,3	Fifth
Total	150	%100	

It appears from Table (10) that the respondents follow the website (Instagram), as it

ranked first with (74) recurrences and a rate of (49.3%), as it is the site that is the most popular social networking site at the present time, because it has many features.

**Table (11)** indicates the addition in follow up the social networking sites of the respondents.

Addition	Repetition	Percentage	Rank
Making new friends	12	%8	Second
Find out what is going on in the world	132	%88	First
Not feeling isolated	3	%2	Third
Other	3	%2	Fourth
Total	150	%100	

It is evident from Table No. (11) that the respondents believe that social networking sites have added to them (knowledge of what is going on in the world of events), as it ranked first with (132) recurrence and a rate of (88%) Employing digital (electronic) journalism in shaping attitudes towards social issue

**Table (12)** shows the issues that interest the respondents when using the digital (electronic) press

The subjects of interest to the respondents	Repetition	Percentage	Rank
Knowing the daily news	97	%64,7	First
Communicate with others	23	%15,3	Second
Follow up on social issues	23	%15,3	Third
Other	7	%4,7	Fourth
Total	150	%100	

Table (12) indicates that respondents believe that social networking sites have added to them (knowledge of daily news), as it ranked first with (97) recurrences and a rate of (64.7%)

**Table (13)** shows the most prominent topics that respondents prefer to follow in digital (electronic) newspapers.

Topics that the respondents prefer	Repetition	Percentage	Rank
Cultural	27	%18	Third
Political	43	%28,3	Second
Social	46	%30,7	First
sports	22	%14,7	Fourth
Other	12	%8	Fifth
Total	150	%100	

It is clear from the data of Table (13) that social issues ranked first with (46) recurrences and at a rate of (30.7%) If this result indicates anything, it indicates to an increase in events in society, which led to a large number of social issues.

**Table (14)** shows the effectiveness of digital journalism (electronic) and social networking

*sites in shaping attitudes towards social issues*

The items	I agree		I do not agree		neutral		The total	
	Repetition	%	Repetition	%	Repetition	%	Repetition	%
Digital (electronic) journalism contributes more than social networking sites to delivering the message to the largest number of audiences who are interested in specific topics.	88	%58,7	13	%8,7	49	%32,6	150	%100
Social media works in shaping the attitudes of the university student, unlike the electronic press	80	%53,3	16	%10,7	54	%36	150	%100
Inadequate coverage of social issues by the digital (electronic) press and social networking sites	48	%32	35	%23,3	67	%44,7	150	%100
The digital (electronic) press works to familiarize the university student with the prevailing social values	62	%41,3	16	%10,7	72	%48	150	%100
The digital (electronic) press, in contrast to social networking sites, contributes to the university student's acquisition of social customs and traditions	54	%36	18	%12	78	%52	150	%100
Social networking sites call for community unity and attention to social values	58	%38,7	29	%19,3	63	%42	150	%100
Digital (technological) journalism does not work towards social solidarity between groups of society.	24	%16	35	%36,7	71	%47,3	150	100%

It is clear from the results of Table. (14) that the digital (electronic) press contributes more than social networking sites to delivering the message to the largest number of audiences who are interested in specific topics. The respondents' confidence gained (88) recurrences at a rate of (58.7%), while (13) respondents (8.7%) did not agree with this paragraph, while the number of neutrals reached (49) respondents at a rate of (32.6%). As for social networking sites working in shaping the attitudes of the university student, unlike the electronic press, the respondents were trusted with (80) recurrences and a rate of (53.3%), and those who did not agree on this paragraph (16) recurrences and at a rate of (10.7 %), while the number of neutrals about this paragraph reached (54) at a rate of (36%), and this indicates the tendency of the majority of respondents towards neutrality in the inadequacy of what the digital (electronic) press and social networking sites deal with in their coverage of social issues (67) respondents,

with a percentage of (44,7%). As for the agreement, it amounted to (48) recurrences at a rate of (32%), As for social networking sites working in shaping the attitudes of the university student, unlike the electronic press, the respondents were trusted with (80) recurrences and a rate of (53.3%), and those who did not agree on this paragraph (16) recurrences and at a rate of (10.7%) ,), while the number of neutrals about this paragraph reached (54) at a rate of (36%), and this indicates the tendency of the majority of respondents towards neutrality in the inadequacy of what the digital (electronic) press and social networking sites deal with in their coverage of social issues (67) respondents, with a rate of (44, 7%), as for the agreement, it amounted to (48) recurrences at a rate of (32%), while the disagreement was (35) recurrences at a rate of (23.3%).As for the digital (electronic) press that introduces the university student to the prevailing social values, it was trustworthy (62) respondents with a percentage of (41.3%), while disagreement constituted (16) respondents with a percentage of (10.7%), while indicating most of the respondents were neutral by (72) at a rate of (48%), while the digital (electronic) press, in contrast to social networking sites, contributes to the university student's acquisition of social customs and traditions, it gained confidence (54) by (36%), and for disagreement, it was (18) ) by (12%), and most respondents indicate neutrality by (78) by (52%), while social networking sites call for the unity of society and attention to social values, as it gained confidence (58) by (38.7%) and disagreement formed (29) by (19.3%), and most of the respondents refer to neutrality as (63) at (42%). As for the digital (technological) press that does not work on social solidarity among the segments of society, it has gained confidence (24) by (16%) and the form of lack of agreement (55) with a percentage of (36.7%), and most respondents point to neutrality with (71) with a percentage of (47.3%)

## **Conclusions**

- 1) 1-The largest percentage of university students in the research sample follow the electronic (digital) press in an average way, and the least percentage of them follow the electronic newspapers permanently. 2-More than half of the total research sample who follow the electronic (digital) journalism of university students have a follow-up rate (medium), followed by those who follow it (high), and that a small percentage have a (low) browsing rate.
- 2) 3-The period of time spent by most of the university students, the research sample, in following up on the digital (electronic) press is less than one year to a year, and this reflects their lack of interest in it in the required manner, knowing that they are media students.
- 3) 4-The results revealed that the respondents' preference for the (electronic) Arab digital press is more than their interest in the digital (electronic) local or foreign press.
- 4) 5-Most university students (the research sample) believe that the content presented through the digital (electronic) press is at an average level.
- 5) 6-It was found that the largest percentage of university students attributed the reasons for their follow-up to the digital (electronic) press, which is (being in line with technological developments.
- 6) 7-Most of the university students (the research sample) follow the website (Instagram), as it ranked first with (74) recurrences and at a rate of (49.3%), as it is the site that is the most popular social networking site at the present time due to its many advantages.
- 7) 8-Most university students (the research sample) believe that social networking sites have added to them (knowledge of what is going on in the world of events)
- 8) 9-It was found that most of the university students (the research sample) found that social topics are among the most prominent topics that they prefer to follow in the digital (electronic) newspapers.

- 9) 10-Most of the respondents believe that the digital (electronic) press contributes more than social networking sites to delivering the message to the largest number of audiences who are interested in specific topics.
- 10) 11-More than half of the respondents believe that social networking sites work on shaping the attitudes of the university student, unlike the digital (electronic) press.

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