

Faculty of Mass Communication

JMIS

Journal of Media and
Interdisciplinary Studies

Issue 5 - September 2023
Quarterly Publication

Print ISSN 2812-6270

Online ISSN 2812-6289



26 July Mehwar Road intersection
with Wahat Road, 6th October City.



jmis@msa.edu.eg

Journal of Media and Interdisciplinary

**JMIS is a refereed scientific journal, quarterly published -
Faculty of Mass Communication - October university for
Sciences and Arts (MSA)**

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Journal of Media and Interdisciplinary Studies

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JMIS proudly presents the launching of its first edition which includes six research papers , five in Arabic and one in English. JMIS editorial board is pleased to exchange experiences along with good practice in Mass Media Research nationally and internationally. JMIS welcomes receiving your comments and suggestions via the journal's e-mail: jmis@msa.edu.eg

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The effect of Social media platforms on Youth Empowerment in Egypt



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Abstract:

The 21st century marked the evolvement and growth of social media platforms in the whole world. Since then these sites have become a corner stone of people's daily lives, specially the lives of the youth. Many youth are using social media platforms, especially Facebook, and instagram to build relationships, connect with the world, share and gain knowledge and information, and to be opened to the world and have better social healthy lives. Nowadays, it is crystal clear that the youth are merging more to Tiktok as a social media platform. Some other youth are interested in Twitter to get updated by the political events and news around them.

This paper is about examining the effect of the social media platforms on the youth empowerment in Egypt. It is studying how the social media platforms (Facebook, instagram, Tiktok and twitter) are affecting the youth empowerment in various ways; psychological, societal, organizational, economic, social, and cultural empowerment.

In order to test the hypothesis, 113 youth (age from 18 to 24 as per the UN definition) and their parents were surveyed through well-structured electronic questionnaires. Convenience sampling method was used. The scope of the study was limited to mainly the youth and their parents of Egypt. The research was limited only to some types of social media platforms such as Facebook, instagram, Tiktok and twitter as representative of social media platforms.

The survey was analyzed statistically, and Correlation was applied to the data with the help of SPSS statistics to test the relationship between social media platforms with the youth empowerment. The statement correlation showed significance between the social media platforms and all the dependent variables. For each variable, The Cranach's is greater than 0.6, this proves that there is a high consistency between the statements and each statement is supporting the other.

The result shows that there is a significant positive impact of social media platforms on youth empowerment. It shows significant effect on the six types of youth empowerment in Egypt. Thus, social media platforms have positive impact on all youth empowerment types; psychological, societal, organizational, economic, social, and cultural empowerment. Hence, all hypotheses were accepted.

Keywords: Social media platforms, Facebook, instagram, Tiktok, twitter, youth empowerment, Egypt.

Introduction

1.1 Background

The 21st century marked the evolvement and growth of social media platforms in the whole world. Since then these sites have become a corner stone of people's daily lives, specially the lives of the youth. Many youth are using social media, especially Facebook, and instagram to build relationships, connect with the world, share and gain knowledge and information, and to be opened to the world and have better social lives (Boyd, 2007). Nowadays, it is crystal clear that the youth are merging more to Tiktok as social media platform. It shows videos by not only influencers, but also normal not famous ones. These videos show various array of information stating from the daily life activities hacks, to real scientific information and facts. Some other youth are interested in Twitter to get updated by the political events and news around them.

A booming word in our daily life and it is even becoming part of our daily activities, or even it is considered an addiction for some of us; Social media. The Web 2.0 technology is the shared content and published among users on social media websites (Kaplan & Haenlein, 2010). One can say that the presence of smart phones and the social media have revolutionized the social interaction among people worldwide. So these are the new communication tools between organizations, communities and individuals.

The social media is actually becoming part of the daily human activities in the recent technological era. It is even considered the air for some people to breathe, which they can't live without. These two words definition consists of the word social which is by common sense means the interaction with people around us. The second word is media, which refers to the communication methods like the traditional ones as TV, newspapers. Yet, the new ones are internet sites, social networking sites and social media platforms which are the main foundation stone of this research. Actually the social media usage requires a smart phone with internet connected to such apps and web sites. Or, it needs a computer or laptop with internet connection. The social media that are tested here in this paper are; the Facebook, instagram, Tiktok and Twitter.

Social media platforms had recently encouraged the youth to create and share content with their peers not only in the local neighborhoods but actually around the globe. This had amplified their voices and their potential to make a difference locally and across the boundaries. The technology had given strength for the youth to stand for certain cause and fight for a social cause. This is one of the bright sides of using

the social media, besides using it for leisure time. Nowadays, social media has the strong potential to let people especially youth to support others — with prayers and messages of encouragement — and to advocate solutions for underlying social and persona stress or problems.

So, one can say that social media showed great success in acknowledging the objectives of social marketing which relies in creating awareness to change the undesired behavior or to support a desired behavior. Thus, Social media in its many forms, allows many teenagers and youth to find their own place in the world, and gives them a chance to be heard and seen by others. It allows them to be more aware of global issues, be open about their struggles and express their opinions. Social media has empowered adolescents and youth and lets them shape their own personality and have voice in the world. Instead of being told what to read and what to do by their parents, they can just simply log to the social media platforms and engage in huge pool of information and choose what to learn by themselves and they can simply comment on any piece of information and form their own opinion and debate. Thus, they create their own virtual community where they belong to and get better image about themselves.

1.2 Significance of the problem

The significance of this research lies in testing a crucial social phenomenon happening in Egypt nowadays which is the addiction to the social media platforms. It is testing how these new platforms such as Facebook, Instagram, Tiktok and Twitter affect the youth empowerment in Egypt.

It is crystal clear the huge daily access of youth to the different social media platforms. Most of the previous researches have been studying the negative effects of the social media on the youth. However, this paper is testing one of the positive effects of the social media platforms on youth which is the youth empowerment.

So as this paper is pinpointing on the youth that are from 15 to 24, for youth to answer by themselves and it included age till above 39 years old for parents or relatives of the young people to answer too. And definitely the social media previously had and will continuously have effects on the youth and their families. This paper is addressing how the social media is helping the youth empowerment in Egypt in 6 different aspects; psychological, societal, organizational, economic, social, and cultural empowerment. So, it is taking the positive side of the social media and its effects on the youth empowerment and not bragging about the challenges and problems of the social media on youth like many other papers.

1.3 Theoretical Definitions

Social media: It is defined as “the web-based communication tools that enable people to interact with each other by both sharing and consuming information” (Nations, 2018). Another definition for social media Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of the contents by users” (Kaplan & Haenlein, 2010).

Social media platforms: it is a service or site or method that connects audience together virtually. (Kietzmann et al., 2011). This term is used here as Facebook, Instagram, Tiktok and Twitter.

Youth empowerment: Youth empowerment can be defined as a process where people gain the ability and authority to make informed decisions and implement change in their own lives and the lives of other people. It is a means of encouraging youths to do great things for themselves and also to make great impact in their society

2. Literature Review

Social media as it is clear from its name that it is communication channel that connects lots of people together at one place like characteristics of any medium collecting people of similar interests. The point here is that this connection happens through the internet connection, from any type of devices; smart devices or computers. This takes place by enabling the users to share information that can be personal or impersonal, share ideas, or share videos (CARR, C. T. & R. A. HAYES 2015). Another more scientific definition for Social media, that they “are computer-mediated communication software that enable users to create, share and view content in publicly networked one-to-one, one-to-many, and/or many-to-many communications” (BURGESS, J. & T. POELL (eds) 2017). This sharing is always entitled to be done through the network of the social media platform. This is naturally like any other medium where there is a sender or source who is encoding certain message through certain specific channel. On the other hand, this message is being decoded by another party called the receiver where one understands the message depends on many factors such age, education and gender. None the less, sometimes the message is never understood due to the noise that may happen in the process, cutting the communication process. This may take place to semantic barrier due to the infective way of the usage of the words, or due to cultural barrier to use words in different that have other meaning in the culture, or to have a psychological barrier due to not being in good mood and attitude problems and finally the very logical one the physical barrier where the communication may not take place due to the exhaustion of the receiver or due to any physical body illness.

So, one shares anything related to himself, or his beliefs, to his work achievements on the different social media platforms in return to be heard and recognized by others. The shared information on social media may lead to increase self-esteem, and better image of oneself. However, the fake filters and fake life style of people on various social media platforms may lead to insecurities in the youth and younger people with less experience in life.

2. 1 Numbers of Social media platforms usage in Egypt

According to Galal, (2022) a recent research made on the media usage in Egypt, it was stated the following; the first and most used social media platform is Facebook. The Facebook users and Facebook messenger’s users are almost 56 million Egyptians. Second, comes the YouTube with 46.3 million Egyptian users. Third, comes the Tiktok with 20.28 million young Egyptians. Fourth, is the Instagram with 18 million Egyptian users. Users aged 18 to 24 made up 37.3 percent of Instagram user base in the country. Fifth, comes the snap chat with 13.6 million users in Egypt. Sixth, Twitter for 5.5 million Egyptian users(Galal, 2022).

2.2 The main aim of each social media platform among youth

2.2.1 Facebook usage

It is known that Facebook has dominated the world as the most used social media platform or social network site. However, it is no longer the most popular social media platform for the youth, due to the emergence of new platforms such as Instagram, snap chat and Tiktok that are more visual platforms with more photos and colors which are more interesting for such young age. Recently it is noted that, lower-income teens and youth are more likely to gravitate toward Facebook than those from higher-income households (Anderson, 2022). It was mentioned that there are also some differences related to gender and to race and ethnicity when it comes to teens’ most-used sites. Thus, Girls are more likely than to use snap chat while boys are more inclined than girls to use YouTube (Anderson, 2022)

2.2.2 Instagram usage

The researcher believes that when it comes to choosing an image-based social media platform, most people choose Instagram. The researchers found that teens and young adults have a very good opinion of Instagram. According to Roesler, (2022) about 40 percent of those surveyed described Instagram as being Current (42%), Friendly (40%), Trendy (39%) or Creative (37%). About a third described the platform as Useful (32%) and Exciting (31%). One reason teens like to use Instagram is that it fosters relationships with their friends and community at large. According to the study, more than half (56%) of Instagram users surveyed said that “the platform makes them feel more connected to the people they know” (Roesler , 2022) . Similarly, 52 percent said that being on Instagram gave them a sense of community. Brands can tap into that sentiment by posting images that humanize their brand and showcase their roots to the community (Roesler, 2022). The researcher believes that

instagram usage has boomed in Egypt in young adults as it is becoming the main platforms to show the freelancer projects and handmade ones. Hence, instagram is becoming the main platform for young ones to show and sell any local products they are good at doing and designing. The researcher found lots of pages in the instagram for products done by youth such as, sweatshirts, sweat pants, beach wear, handmade soaps, bracelets and scarves. There are tons of pages by youth on instagram selling such products and many more variety of other products too.

2.2.3 Tiktok usage

Tiktok is a recent social media platform for creating, sharing, and discovering short timed music videos, something like karaoke for the digital age (Kostova, 2021). What is new about this app that it is used mostly by relatively young people to express themselves in a short timed video through singing, dancing, comedy, and lip-syncing (Kostova, 2021). Hence, Tiktok has established itself as one of the top online platforms for U.S. teens, while the share of teens that use Facebook has fallen sharply and rapidly. Hence, some 67% of teens say they ever use Tiktok (Kostova, 2021). Moreover, it was known before as Musical.ly, Tiktok has become one of the most successful mobile apps in the world (Kostova, 2021). As of today, the short video sharing platform has over 500 million active users worldwide. Young people crave micro-entertainment like making videos and challenges online (Kostova, 2021). This is one of the main reasons why the platform is so popular. It is an app mainly where the younger ones are logged to without the community of their parents and adults who know them(Kostova, 2021). Hence, it is a community mainly closed on the young ones without logging , engagement, or supervision of the adults. The young ones get inspired by famous people or friends to do challenges or dance and sing and record it on a video (Kostova, 2021). In conclusion, Tiktok is very entertaining and it is opening the doors for young people to discover their talent and get creative (Kostova, 2021).

2.2.4 Twitter

The researcher believes that Twitter is the main social media platform for news and politics. As per a study by the united nations, it was mentioned that anyone can join Twitter for free, open an account, and share and receive news through their account. On Twitter, any text -- known as a "tweet" which is a tweet of a bird who can fly freely quickly. The post can be shared, but it must contain 140 characters or less. This "tweet" can only be seen by people who "follow" a person and are able to read their updates. Subsequently, if a Twitter user would like to share what he or she has read,

Twitter provides the "retweet" or reshare feature, through which news can be shared worldwide in seconds. <https://www.un.org/en/chronicle/article/are-twittering-youth-agents-positive-change>

It was found that Twitter does give respondents the emotional support and companionship like other social media platform. Moreover, users get engaged in self-disclosure on Twitter where individuals share personal feeling, thoughts, along with inner thoughts and emotional states at the time of the event (Kasmani, 2021). The researcher believes that Twitter has a different nature than the previous platforms. This is because Twitter creates political communities where one belongs to. It shows the latest trend in the country too. Moreover, it shows the news and political opinions of international leaders about specific matter. Thus, it is clear that Twitter has a political base more than the other social media platforms that have social and visual base.

2.3 Objectives of using social media

However the social media's objective of connection can vary differently from one's user to another. The author believes that this huge variation in the usage of the social media and its value depends on many criteria's such as the age of the user, gender of the user, his/her education and amount of leisure time and activity in life. Thus one can say it all depends on the demographic and psychographic segmentation. Regarding the values, benefits and objectives needed through social media platforms, it can vary starting from just feeling bored in leisure time to finding a job with a good salary meeting ones' hopes and dreams. The author believes that the youth are using the social media platforms instagram and Facebook not only to pass some boring time, but also to gain knowledge even if this knowledge is related to fashion and arts. Thus, gaining knowledge through social media has nothing to do to be only a scientific one. One can gain knowledge on healthy eating habits, some psychological tips, some fashionable tips, some travelling tips and many more. In the same time, one can find scientific information related to his/her background joining groups of similar interests. Furthermore, one can obtain an opportunity for his/her dream job also through social media platforms and through the big variety of network. In a nut shell, the social media platforms can teach one some life hacks and tips and general information that is needed in daily life activities. The instagram is more into a visual social media platform with more photos and videos to be shared. The Tiktok is a recent social media platform used by youth to gain knowledge in music, arts, and general knowledge tips. The Tiktok is more into video sharing with the different types of various information mentioned above. Twitter is into more

local and international news, politics and political parties. And definitely the most known one is Facebook which is a more general platform with variety of interests such the media news, religions' groups, societal issues, jokes and memes.

2.4 Youth empowerment

Talking about the youth empowerment, one must first speak about the definition of youth and then the definition of empowerment. As per the United nations, the definition of youth is “youth is best understood as a period of transition from the dependence of childhood to adulthood's independence” As for the united nations to be defining the terms in statistics and numbers, they defined ‘youth’, as those persons between the ages of 15 and 24 years

<https://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-definition.pdf>

So, it is crystal clear from the above definition that the word youth describes certain age and certain educational stages (if educational path is chosen) with no prejudice to certain gender.

As for the empowerment part, it is best defines as how one controls his/her life. It is the process that fosters and plants power in people to best use it in their lives, society and country. Thus, it is how one can control the paths of his life and naturally be accountable for the results then. It is clear that the term empowerment is mutli-disciplinary concept where it includes parts of psychology, sociology, economics and many ore aspects. One can say that the term empowerment is a relation between two entities as there is always the giver of the empowerment, versus the receiver of the empowerment. Speer, (P.W., & Hughey, J. 1995).

As per Wikipedia, youth empowerment is a process where children young people and adolescents are encouraged to take charge of their lives and their actions. They do this by pinpointing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values of life, and attitude ([shttps://en.wikipedia.org/wiki/Youth_empowerment](https://en.wikipedia.org/wiki/Youth_empowerment)). The goal of Youth empowerment in general is to improve quality of life and this can happen through various programmes in schools, universities and nonprofit organizations ([shttps://en.wikipedia.org/wiki/Youth_empowerment](https://en.wikipedia.org/wiki/Youth_empowerment)). The researcher believes that the youth empowerment is a way to enable the youth to have impact on their own lives and the lives of people around them too.

2.5 Types of youth empowerment

According to Morton & Montgomery(1970), they divided the types of empowerment into 6 types as follows: .

There are six types or dimensions of youth empowerment namely; psychological, community, organizational, economic, social and cultural.

First, Psychological empowerment enhances youth's consciousness, and believing in himself/herself, improving self-confidence and it mainly evolves about believing in oneself with the ability to take actions and be responsible for the results. *Second, Community empowerment* focuses on enabling youth to realize problems of community around them, and being a part of solving these problems or helping others deal with these problems. *Third, Organizational empowerment* aims to teach the youth being advocate for the powerless and getting their rights. And , being able to unite to reach the organizational goals. *Fourth, Economic empowerment* teaches youth some entrepreneurial skills, financial inclusion and how to be responsible for their fiscal actions. This can be part of the financial inclusion of youth and teaching them the importance of saving and some minimalistic approaches. *Fifth, Social empowerment* teaches youth about social and how to accept others of any disability and helping them be part of the society. This can be part of the social inclusion. *Sixth, Cultural empowerment* aims to enable the youth to take actions in the norms, traditions and shared values in the society (Morton & Montgomery, 1970).

2.6 Benefits of youth empowerment

Since Youth empowerment is about giving young individuals equal opportunities and the courage to follow their passions. Thus, it is clear that there are some individual and societal benefits of the youth empowerment in any country. As for Olusola (2019), there are many benefits of the youth empowerment to any country . As for the young individuals, they will be more self-confident, having improved their academic and professional achievement. Another main point is the financial freedom. This means that the youth chooses their own jobs, which will definitely increase their self-esteem. On the other hand, the societal benefits rely in the society wellbeing from having effective and efficient young people who believe in themselves. Also, any society can benefit from the young creative ideas suggested by the young ones on the economic, cultural and social level in the society. And here again, it will add to the loyalty of these young people witnessing there ideas being

implemented in their own society. Moreover, the financial freedom will lead to increase in unemployment rates leading to more positive economic outcomes. Another societal benefit is the eradication of poverty. This will take place when young people are more educated and well trained and having their financial freedom, this will definitely lead to decrease in the poverty rate. So, the logical sequence of financial freedom, and high unemployment rate and decreasing the poverty level, this will definitely result in lessening the crime rate from having well educated young people who are feeling that they are effective and productive people in their society (Olusola ,2019).

2.7 Social media and youth empowerment

It is clear that now we are living in a global village in the 21st era where all youth of the world can access the same piece of information in the same time, of course depending on their local time. It is also clear that the social media can play an important role in youth empowerment. The researcher will tackle how the social media platforms help in accomplishing the goals of the different types of youth empowerment. First, regarding the **psychological type** of youth empowerment, now the youth can write their Facebook status where they can share their opinions with their network and they can receive likes, hearts and comments on their own status. Zhao, et. al (2008) have found that Facebook users create fake online identities that represent their “hoped/wished for” selves, rather than their “true and real ” or hidden selves. Thus, young Users accomplished this by projecting their socially desirable character traits like uniqueness, popularity, well-roundedness, and thoughtfulness.

In the instagram, one can post his/her opinion on a story where it appears for others and still receive likes or comments. As for tiktok, one can share a video where it appears for others and get likes and comments. This will satisfy the self-esteem of oneself being recognized by others. As per Maslow’s hierarchy of needs, self-esteem encompasses confidence, strength, and self-belief, personal and social acceptance from others. Yet, the author believes that the self-image about oneself shouldn’t ne got from number of likes. The author also believes that some youth may lack self-confidence due to low interaction with their status and profiles in social media networks.

As for the role of social media and **community empowerment** of youth, many awareness campaigns can be taken through the social media networks. For example In Egypt the youth can easily participate in any social awareness campaign like blood donation, clothes donation, helping the needy people, painting walls at orphanages and many more. Many other social awareness campaigns can be about the climate change issues. Others can teach the youth minimalistic approach where the youth learn

how to be responsible consumers. Also, there can be social awareness campaigns on some behaviors to be changed like harassment issues, politeness issues and many more. Actually many of these campaigns have taken part in the Egyptian society where the youth have taken part in and showed great success in them. Thus, the youth can feel effective in their own local communities in specific and society in general.

As for the social media and **organizational empowerment**, the researcher believes that Facebook has allowed lots of youth to defend the homeless and take them for medial checkup through certain activist's campaign on Facebook. The same thing happens in the women's rights groups where there are lots of girls defending the early marriage problems and many feminine problems. The researcher believes that now anyone in the organization who feels that he was oppressed or a girl who was harassed by anyone in the company can easily write on the Facebook or instagram or to do a video on Tiktok to raise awareness among youth and to get the right back again. Also, the researcher believes that the social media platforms help the peers to work together better and reach the organizational goal in an effective and efficient ways. Definitely being connected through social media platforms help good relations among peers which will be positively implemented in the work environment. Thus, the company can collect the employees on its platform through sharing common interests where all employees comment on. This may create loyalty to the company as being part of the small community, reaching the company's goals at the end.

As for the social media and **economic empowerment**, now there are lots of the groups on Facebook offering job opportunities for the youth. Also, many campaigns on the Facebook are promoting the notion of saving money and minimalism. Lately, there is a national campaign by the government that encourages the youth to open bank accounts with no minimum deposit requirements. This step was to make it easy for the youth to open bank accounts and start saving money. Also, the Facebook allows people to create pages and sell their products or in the market place. The same thing applies to instagram. Thus, the youth can be young entrepreneurs through the social media platforms. The researcher believes that the social media platforms help the youth to be freelancers by offering the expertise they excel at. Moreover the researcher believes that the social media platforms help the youth to understand more topics about the economy, such as the dollar price against the Egyptian pound price. This was totally absent in the regular media channels. The researcher also believes that the social network helps the unemployed find better jobs in a faster way. Thus the social media platforms act as a fast link between employers and the unemployed.

As for the social media and **social empowerment**, now many disabled young people are becoming famous through Facebook. Nowadays, there are very successful disabled young people who are known as chiefs, sports champions and many more. This is all is pinpointed and made clear through the Facebook. So, the social inclusion shows the youth that anyone can be successful no matter the type of disability one has. Another aspect here, the researcher believes that Facebook, instagram and tiktok helped some youth to gain more self-confidence through have big network of friends and fans. Now everyone who has certain talents can form his page or blog and shoe this talent to strangers, then he can be followed or liked by thousands and millions of people. So, this is will help in believing in oneself. Regarding Twitter, there lots of activists asking for the human rights of the physical disabled ones.

As for the social media and **cultural empowerment** now days, there are many laws and traditions that are being changed due to the pressure of youth on social media networks. Nowadays, the women are getting more of their rights due to gender equality that are being called for at Facebook, instagram, Tiktok and Twitter . Although, we are in a masculine society, yet the pressure of the young people supporting the women to succeed, had led the women to be in prominent positions in the country. Even some taboo topics are discussed now on Facebook where the stereotypes of these topics are being changed due to the pressure of the youth. For example, the huge buzz on the men hitting the women where one now can be imprisoned if proven to have taken such an action. Another aspect is that the social media platforms such as Facebook and instagram can show the youth some hidden cultural touristic factors in their county. Such social media platforms can help the youth be more aware of their heritage through the touristic pages on Facebook and instagram. A Typical example is the group of traveller experience on Facebook where its how's cheap trips in Egypt with new places. Also, the campaign of this is Egypt that was shared on Facebook , instagram, Tiktok and twitter had helped a lot in identifying some touristic places and hidden gems in Egypt.

So form the above examples, one can see the huge impact of social media on youth empowerment in Egypt.

3. Theoretical framework

This research is tackling the Uses and Gratification theory and persuasion approach.

3.1- Uses and Gratification Theory (UGT):

Uses and gratifications theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their own personal media consumption. (Cynthia Vinney 2019)

In examining the association between various components of U&G theory, these research studies revealed support for the applicability of theory in the explanation of internet users' participation and their reasons behind that, on social media and related platforms (Kang et al., 2014). User's gratifications generally consist of information searching, social enhancement and entertainment. Understanding how such needs and gratifications affect the youth participation on social media. (Shampy Kamboj , 2019)

Social Media Platforms users often intend to meet certain personal and social needs such as information seeking, social interaction, freedom of expression, enjoyment and entertainment , social presence, self-expression and belongingness and social identity (Cheung and Lee, 2010; Cao et al., 2013; Al-Jabri et al., 2015). Cheung et al. (2011) applied UGT to examine the motivations for using Facebook by students and found that social factors had the most significant impact on the intention to use.

3.2- Persuasion Approach:

persuasion, the process by which a person's attitudes or behavior are, without duress, influenced by communications from other people. One's attitudes and behavior are also affected by other factors (for example, verbal threats, physical coercion, one's physiological states). Not all communication is intended to be persuasive; other purposes include informing or entertaining. Persuasion often involves manipulating people, and for this reason many find the exercise distasteful. Others might argue that, without some degree of social control and mutual accommodation such as that obtained through persuasion, the human community becomes disordered. In this way, persuasion gains moral acceptability when the alternatives are considered (Smith, 2020).

The process of persuasion can be analyzed in a preliminary way by distinguishing communication (as the cause or stimulus) from the associated changes in attitudes (as the effect or response) (Smith, 2020).

4- Methodology of the study

This research was tested by having self-administered survey electronically. This is due to the widespread of the electronic communication. The information is based on the respondent's perceptions and doesn't try to independently verify the accuracy of these perceptions

Questions asked the respondents to reply in the form of multiple choice questions. Through a carefully constructed survey, the research tackles a question of the perception that impact the Social media platforms on the youth empowerment in Egypt. This survey is limited only to test the effects of 4 types of social media such as Facebook , instagram, and Tiktok.

Through these exploratory questions and answers, the study attempts to interpret the responses and use them to analyze the research mentioned hypothesis.

A tool for data gathering was using the structured survey questions using Likert Scales. The Likert scales were used to differentiate and identify the different levels of agreement on the researched topics. The answers were grouped where they begin with Strongly agree, , Aisagree, neutral, disagree and ending in strongly disagree.

The online survey was conducted through Google form. Prior surveys were focused on who uses electronic communication and how often. Yet, what is different of social media platforms on the youth empowerment in Egypt.

Finally, the paper was statically analyzed using SPSS.

4.1 Problem Statement

The goal of this study is to effectively show the impact of the social media platforms or social media platforms; Facebook, instagram, Tiktok and Twitter on youth empowerment. This research tries to explore, analyze and discover the effects of social media platforms on the youth empowerment in the Egyptian society, by trying to answer the main research question which is; Are the social media platforms a tool of empowering the youth in the Egyptian society. So, this research will try to shed the light on such youth empowerment in the Egyptian society

4.2 Research questions

1. How can social media platforms help the youth in psychological empowerment?
2. How can social media platforms help the youth in community empowerment?
3. How can social media platforms help the youth in organizational empowerment?
4. How can social media platforms help the youth in economic empowerment?
5. How can social media platforms help the youth in social empowerment?
6. How can social media platforms help the youth in culture empowerment?

4.3 Research Hypothesis

H1: The social media platforms help the youth in psychological empowerment positively.

H2: The social media platforms help the youth in community empowerment positively

H3: The social media platforms help the youth in organizational empowerment positively

H4: The social media platforms help the youth in economic empowerment positively

H5: The social media platforms help the youth in social empowerment positively

H6: The social media platforms help the youth in culture empowerment positively

4.5 . Research Variables

Variable of youth empowerment	Survey questions
Psychology	<ol style="list-style-type: none"> 1. social media platforms helps better self-esteem for oneself and helps one to be more recognized by others. 2. Social networks sites may lead to more in securities and thinking bad of oneself.
Community involvement	<ol style="list-style-type: none"> 3. social media platforms Helps to inform and empower individuals to change them in an undesired behavior. 4. social media platforms Helps the youth to donate in charity donations' campaigns. 5. 4. social media platforms Helps the youth to

	<p>understand societal issues such as reducing consumption and climate change issues.</p>
Organizational empowerment	<p>6. social media platforms Helps the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general.</p> <p>7. social media platforms help the youth to get better supportive relationships with their peers (in schools, universities or at work)</p> <p>8. social media platforms help the youth to have better goal achievement for their organization (school, university, or work)</p>
Economic empowerment:	<p>9. social media platforms Helps the youth to be better educated about economy such as dollar price against the Egyptian pound.</p> <p>10. social media platforms Helps the youth to open youth account banks, miza cards, or electronic financial wallets that are advertised for at the social media networks.</p> <p>11. social media platforms Helps the youth to be entrepreneurs/freelancers by selling products/expertise they excel at.</p>

	<p>12. social media platforms are great for professionals to connect and find business opportunities.</p> <p>13. social media platforms helps Employers find candidates and unemployed find work faster.</p>
Social empowerment	<p>14. social media platforms Helps the youth to accept others who are physically disabled or suffer from any types of disability.</p> <p>15. social media platforms Helps the youth share their talents to others and get more fans and followers affecting their self-image about themselves positively</p>
Cultural empowerment	<p>16. social media platforms Helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure.</p> <p>17. social media platforms helps the youth to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.</p>
Social Media Platforms	<p>18. social media platforms help the individual to get general information in life.</p> <p>19. social media platforms help the</p>

	<p>individuals to learn daily life hacks or tricks.</p> <p>20. social media platforms help the individual to know about the news fast.</p> <p>21. social media platforms help the individuals to show a fake life rather than the real one.</p>
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5. Ethical considerations

The online survey was conducted in this way to save financial cost and time of both the researchers and the respondents. The assumptions are that the participants are already logged to the internet and won't pay extra fees to reply to the survey. While the survey questions were considered tackling an important in the Egyptian society, the respondents must have felt comfortable while answering them and sure that they are anonymous and that the results are kept confidential. A benefit of the web based survey is that the respondents are willing to answer the questions honestly especially when it comes to private issues, than when completing the survey in person.

6. Quota Sample

The goal of this research is to survey as many people as are willing to participate. This resulted in a convenience or available sample. An electronic survey was used to decrease the cost and be more convenient for people who encourage them to participate. The survey is offered to males and females ages starting 15 to 24 years old on Facebook, WhatsApp, and email. This is the primary segment of the survey. However, the age is extended till above 39 years old as to include the segment of the parents or adult relatives for the young people. They were told that the surveys will not take more than 10 minutes to answer. There was no personal connection to the survey, so anyone can reply. Therefore, anyone can answer the survey. This resulted in a snowball sampling. Since, the survey was anonymously constructed, and results were kept confidentially, this may result in encouraging the people to answer the survey. The sample was mainly those who know how to read English, have social media platforms.

7. Analysis and Hypotheses Testing

Analysis and Hypotheses Testing

Demographics of quota sample Units

The data was collected from people who are used social media platforms.

Table (1): Characteristic of quota sample Units

Characteristics	Frequency	Percentage	Total	
1. Gender				
• Male	26	23.0	113	
• Female	87	77.0		
2.Age				
• 15-19 years	19	16.8	113	
• 20-24 years	18	15.9		
• 25-29 years	17	15.0		
• 30-34 years	13	11.5		
• 35-39 years	18	15.9		
• More than 39 years	28	24.8		
3.Incom level				
• Less than 2000 LE	17	15.0	113	
• 2001 to 4000 LE	12	10.6		
• 4001 to 6000 LE	10	8.8		
• 6001 to 10000 LE	14	12.4		
• 10001 to 14000 LE	6	5.3		
• 14001 to 18000 LE	4	3.5		
• 18001 to 22000 LE	9	8		
• 22001 to 26000 LE	9	8		
• 26001 to 30000 LE	12	10.6		
• More than 30001 LE	20	17.7		
4. The most Social network site you log to				

<ul style="list-style-type: none"> • Facebook • Insatgram • Tiktok • Twitter 	<p>55 36 17 5</p>	<p>48.7 31.9 15 4.4</p>	<p>113</p>
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Characteristics	Frequency	Percentage	Total
<p>5. Check your time spent on Social media platforms</p> <ul style="list-style-type: none"> • Under 1 hour per day • Under 2 hours per day • 2- 3 hours per day • More than 3 hours per day 	<p>10 24 48 28</p>	<p>9.1 21.8 43.6 25.5</p>	<p>113</p>
<p>5. Check the comment that best describes your activity time on the social media platforms</p> <ul style="list-style-type: none"> • Check early morning as soon as I wake up • Check before sleeping, in bed • Check randomly at any time of the day • Don't bother checking daily 	<p>71 62 57 4</p>	<p>62.8 54.9 50.4 3.5</p>	<p>113</p>

Table (1) displays the demographics of the quota sample of 113 respondents, who are used social media platforms. The percentage of males was 23 % and the percentage of females was 77%.

Additionally, the table shows that the majority of the respondents have an age more than 39 years old. The table also shows that the majority of respondents with the percentage of 48.7% go for use the Facebook over the other social media platforms.

Moreover, about 44% of the respondents spend around 2-3 hours on the social media platforms and about 63% check the social media platforms in the early morning.

Finally, the majority of the respondents have an income level around 30,000EGP.

Testing Hypothesis:

- Testing the independent variable social media platforms

18. social media platforms help the individual to get general information in life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	2	1.8	1.8	1.8
Neutral	3	2.7	2.7	4.4
Agree	73	64.6	64.6	69.0
Strongly Agree	35	31.0	31.0	100.0
Total	113	100.0	100.0	

18. social media platforms help the individual to get general information in life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	2	1.8	1.8	1.8
Neutral	3	2.7	2.7	4.4
Agree	73	64.6	64.6	69.0
Strongly Agree	35	31.0	31.0	100.0
Total	113	100.0	100.0	

19. social media platforms help the individuals to learn daily life hacks or tricks.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	5	4.4	4.4	4.4
Agree	75	66.4	66.4	70.8

Strongly Agree	33	29.2	29.2	100.0
Total	113	100.0	100.0	

20. social media platforms help the individual to know about the news fast.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	1	.9	.9	.9
Agree	64	56.6	56.6	57.5
Strongly Agree	48	42.5	42.5	100.0
Total	113	100.0	100.0	

21. social media platforms help the individuals to show a fake life rather than the real one.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	2.7	2.7	2.7
Neutral	4	3.5	3.5	6.2
Agree	57	50.4	50.4	56.6
Strongly Agree	49	43.4	43.4	100.0
Total	113	100.0	100.0	

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the individual to get general information in life, to learn daily life hacks or tricks, to know about the news fast and to show a fake life rather than the real one.

Reliability Analysis:

Reliability analysis is very important of selecting a questionnaire instrument. Reliability refers to the degree of consistency or stability in study results if it is conducted for the same respondents several times. In order to evaluate the reliability of the questionnaire instrument, Cronbac’s alpha values will be calculated for each dimension.

Cronbac’s alpha is the most common estimate of reliability. It is based on the inter-correlations of the observed indicator variables. The Cronbac’s alpha results in between 0 and 1. Its acceptable range is between 0.6 and 1.

Reliability of statements measuring the social media platforms

Reliability Statistics

Cronbach's Alpha	N of Items
.683	5

The Cronbach’s alpha is (0.683) which is greater than 0.6, this proves that there is a high consistency between the statements and each statement is supporting the other.

Testing the dependent variable Psychology

1. social media platforms helps better self-esteem for oneself and helps one to be more recognized by others.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	6.2	6.2	6.2
Disagree	9	8.0	8.0	14.2
Neutral	13	11.5	11.5	25.7
Agree	59	52.2	52.2	77.9
Strongly Agree	25	22.1	22.1	100.0
Total	113	100.0	100.0	

2. Social networks sites may lead to more in securities and thinking bad of oneself.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	.9	.9	.9
Neutral	7	6.2	6.2	7.1
Agree	75	66.4	66.4	73.5
Strongly Agree	30	26.5	26.5	100.0
Total	113	100.0	100.0	

According to above tables, the results reflect that the majority of the respondents are strongly agree with the mentioned statements. Therefore, social media platforms helps better self-esteem for oneself and helps one to be more recognized by others sites and may lead to more in securities and thinking bad of oneself. So, it has a higher effect on the people psychologically.

Reliability of statements measuring the Psychology variable

Reliability Statistics

Cronbach's Alpha	N of Items
.612	2

(Hint: Cronbach's Alpha greater than 0.6 means that the statements are reliable)

The reliability test has the value of 0.612 which prove that the set of the statements that measure Psychology variable are reliable; and that there is a high level of reliability and consistency between the statements.

Spearman's rank correlation coefficient:

It tests the frequency and orientation of a monotonous relationship; it would have been impractical for researchers to draw a straight line across the dots of each scatter plot to suggest a linear connection. The correlation coefficient is used to calculate the intensity and direction of the linear relationship between the two variables. Spearman's rank correlation coefficient, as for all correlation coefficients, is measured on a scale with no units with values ranging from -1 through 0 to +1

H1: The social media platforms help the youth in psychological empowerment positively.

Correlations

			social media platforms	Psychology
Spearman's rho	social media platforms	Correlation Coefficient	1.000	.261**
		Sig. (2-tailed)	.	.005
		N	113	113
	Psychology	Correlation Coefficient	.261**	1.000
		Sig. (2-tailed)	.005	.
		N	113	113

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

Testing the dependent variable Community involvement

3. social media platforms helps to inform and empower individuals to change in an undesired behavior.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	9	8.0	8.0	8.8
Neutral	12	10.6	10.6	19.5
Agree	67	59.3	59.3	78.8
Strongly Agree	24	21.2	21.2	100.0
Total	113	100.0	100.0	

4. social media platforms helps the youth to donate in charity donations' cause.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	6	5.3	5.3	6.2
Neutral	16	14.2	14.2	20.4
Agree	69	61.1	61.1	81.4
Strongly Agree	21	18.6	18.6	100.0
Total	113	100.0	100.0	

5. social media platforms helps the youth to understand societal issues reducing consumption and climate change issues.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.8	1.8	1.8
Disagree	6	5.3	5.3	7.1
Neutral	9	8.0	8.0	15.0
Agree	73	64.6	64.6	79.6

Strongly Agree	23	20.4	20.4	100.0
Total	113	100.0	100.0	

According to above tables, the results reflect that the majority of the respondents agree with the mentioned statements. Therefore, social media platforms helps to inform and empower individuals, to change them in an undesired behavior, to charity donations' campaigns and to understand societal issues such as reducing carbon and climate change issues. So, it has a higher effect on the youth Community involvement.

Reliability of statements measuring the Community involvement

Reliability Statistics

Cronbach's Alpha	N of Items
.743	3

The Cronbach's alpha is (0.743) which is greater than 0.6, this proves that the consistency between the statements and each statement is supporting the other.

H2: The social network sites help the youth in community empowerment pos

Correlations

			Social Network	Community in
Spearman's rho	Social Network Sites	Correlation Coefficient	1.000	.271**
		Sig. (2-tailed)	.004	.004
		N	113	113
	Community involvement	Correlation Coefficient	.271**	1.000
		Sig. (2-tailed)	.004	.004
		N	113	113

** . Correlation is significant at the 0.01 level (2-tailed).

According to the P-value it is found that there is a moderate positive relationship between social media platforms and psychology as the p-value equals (0.005).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and community involvement as the p-value equals (0.004).

Testing the dependent variable Organizational empowerment

6. social media platforms helps the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	2	1.8	1.8	2.7
Neutral	6	5.3	5.3	8.0
Agree	78	69.0	69.0	77.0
Strongly Agree	26	23.0	23.0	100.0
Total	113	100.0	100.0	

7. social media platforms help the youth to get better supportive relationships with their peers (in schools, universities or at work)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	2.7	2.7	2.7
Disagree	9	8.0	8.0	10.6
Neutral	13	11.5	11.5	22.1
Agree	68	60.2	60.2	82.3
Strongly Agree	20	17.7	17.7	100.0
Total	113	100.0	100.0	

8. social media platforms help the youth to have better goal achievement for their organization (school, university, or work)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	13	11.5	11.5	11.5
Disagree	18	15.9	15.9	27.4
Neutral	32	28.3	28.3	55.8
Agree	50	44.2	44.2	100.0
Total	113	100.0	100.0	

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the strongly disagree level of agreement. Which means that the social media platforms help the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general, to get better supportive relationships with their peers (in schools, universities or at work) and to have better goal achievement for their organization (school, university, or work).

Reliability of statements measuring the organizational empowerment

Reliability Statistics

Cronbach's Alpha	N of Items
.696	3

The reliability test has the value of 0.696 which prove that the set of the statements that measure organizational empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements.

H3: The social media platforms help the youth in organizational empowerment positively

Correlations

			social media platforms	Organizational empowerment
Spearman's rho	social media platforms	Correlation Coefficient	1.000	.265**
		Sig. (2-tailed)	.	.005

	N	113	113
Organizational empowerment	Correlation Coefficient	.265**	1.000
	Sig. (2-tailed)	.005	.
	N	113	113

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and organizational empowerment the p-value equals (0.005).

Testing the dependent variable Economic empowerment:

9. social media platforms helps the youth to be better educated about economy such as dollar price against the Egyptian pound

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	11	9.7	9.7	9.7
Neutral	11	9.7	9.7	19.5
Agree	62	54.9	54.9	74.3
Strongly Agree	29	25.7	25.7	100.0
Total	113	100.0	100.0	

10. social media platforms helps the youth to open youth account banks, meeza cards, or electronic financial wallets that are advertised for at the social media networks.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	10	8.8	8.8	8.8
Neutral	14	12.4	12.4	21.2
Agree	72	63.7	63.7	85.0
Strongly Agree	17	15.0	15.0	100.0
Total	113	100.0	100.0	

11. social media platforms helps the youth to be entrepreneurs/freelancers by selling products/expertise they excel at.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	2.7	2.7	2.7
Neutral	2	1.8	1.8	4.4
Agree	74	65.5	65.5	69.9
Strongly Agree	34	30.1	30.1	100.0
Total	113	100.0	100.0	

12. social media platforms are great for professionals to connect and find business opportunities.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	2	1.8	1.8	1.8
Neutral	5	4.4	4.4	6.2

Agree	77	68.1	68.1	74.3
Strongly Agree	29	25.7	25.7	100.0
Total	113	100.0	100.0	

13. social media platforms helps Employers find candidates and unemployed find work faster.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	.9	.9	.9
Neutral	13	11.5	11.5	12.4
Agree	74	65.5	65.5	77.9
Strongly Agree	25	22.1	22.1	100.0
Total	113	100.0	100.0	

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the youth to be better educated about economy such as dollar price against the Egyptian pound, to open youth account banks, meeza cards, or electronic financial wallets that are advertised for at the social media networks, to be entrepreneurs/freelancers by selling products/expertise they excel at are great for professionals to connect and find business opportunities and helps Employers find candidates and unemployed find work faster

Reliability of statements measuring the Economic empowerment

Reliability Statistics

Cronbach's	
Alpha	N of Items
.722	5

The reliability test has the value of 0.696 which prove that the set of the statements that measure Economic empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements.

H4: The social media platforms help the youth in economic empowerment positively

Correlations

		social media platforms	Economic empowerment:
Spearman's rho	social media platforms	Correlation Coefficient	1.000
		Sig. (2-tailed)	.348**
		N	.000
		113	113
Economic empowerment:		Correlation Coefficient	.348**
		Sig. (2-tailed)	1.000
		N	.000
		113	113

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and economic empowerment as the p-value equals (0.005).

Testing the dependent variable social empowerment

14. social media platforms helps the youth to accept others who are physically disabled or suffer from any types of disability

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	6	5.3	5.3	6.2
Neutral	9	8.0	8.0	14.2
Agree	70	61.9	61.9	76.1
Strongly Agree	27	23.9	23.9	100.0
Total	113	100.0	100.0	

15. social media platforms helps the youth share their talents to others and get more fans and followers affecting their self-image about themselves positively.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	2.7	2.7	2.7
Neutral	3	2.7	2.7	5.3
Agree	70	61.9	61.9	67.3
Strongly Agree	37	32.7	32.7	100.0
Total	113	100.0	100.0	

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the youth to accept others who are physically disabled or suffer from any types of disability and share their talents to others and get more fans and followers affecting their self-image about themselves positively.

Reliability of statements measuring the social empowerment

Reliability Statistics

Cronbach's Alpha	N of Items
.554	2

The reliability test has the value of 0.554 which is approximately 0.6. Thus, it is proved that the set of the statements that measure social empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements. Also, it is preferable to increase the statements measuring this variable to improve its level of consistency and reliability.

H5: The social media platforms help the youth in social empowerment positively

Correlations

	social media platforms	Social empowerment
Spearman's rho		
social media Correlation Coefficient	1.000	.521**
Sig. (2-tailed)	.	.000
N	113	113
Social empowerment Correlation Coefficient	.521**	1.000
Sig. (2-tailed)	.000	.
N	113	113

** . Correlation is significant at the 0.01 level (2-tailed).

(**Hint:** Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and social empowerment the p-value equals (0.00).

Testing the dependent variable Cultural empowerment

16. social media platforms Helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	7	6.2	6.2	6.2
Neutral	11	9.7	9.7	15.9
Agree	70	61.9	61.9	77.9
Strongly Agree	25	22.1	22.1	100.0
Total	113	100.0	100.0	

17. social media platforms helps the youth to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	12	10.6	10.6	11.5
Neutral	8	7.1	7.1	18.6
Agree	67	59.3	59.3	77.9
Strongly Agree	25	22.1	22.1	100.0
Total	113	100.0	100.0	

According to above tables, the results reflect that the majority of the respondents are strongly agree with the mentioned statements. Therefore, social media platforms helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure and to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.

Reliability of statements measuring the Cultural empowerment

Reliability Statistics

Cronbach's Alpha	N of Items
.582	2

The reliability test has the value of 0.582 which is approximately 0.6. Thus, it is proved that the set of the statements that measure cultural empowerment variable are reliable; and that there is a high level of reliability and consistency between the

statements. Also, it is preferable to increase the statements measuring this variable to improve its level of consistency and reliability.

H6: The social media platforms help the youth in culture empowerment positively

Correlations

	social media platforms	Cultural empowerment
Spearman's rho		
social media platforms	Correlation Coefficient	.281**
	Sig. (2-tailed)	.003
	N	113
Cultural empowerment	Correlation Coefficient	1.000
	Sig. (2-tailed)	.003
	N	113

** . Correlation is significant at the 0.01 level (2-tailed).

(**Hint:** Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and cultural empowerment as the p-value equals (0.003).

8. Research Discussion

The researcher believe that the country can make the best of the youth empowerment decision through campaigns on social media platforms that best use the age of the youth. It was clear that the youth use more instagram and Tiktok, so it better that the government uses these media channels to best reach the audience and to be more effective in its goals.

The survey began by testing the six dependent variables of the youth empowerment which are; psychologically, economically, socially, culturally, societal and organizational empowerment. First the **psychological** part, respondents agreed that the social media platforms help them be more recognized and thus this will increase their self-esteem. However, the same respondents agreed that the social media platforms can lead to more insecurity. The researcher believes that this is due to the comparisons that the people may do against each other. In addition, the fake life that people intend to show on social media platforms can lead to more insecurity too. So, the only solution is that one must have self confidence and stop comparing himself to any other one but only to himself yesterday. Governmental campaigns on social media (instagram and Tiktok) to boost self confidence and talk about mental health and how to avoid the self comparison. In this way, the SDG3 will be achieved which is called Good Health and Well Being.

Talking about the **community involvement** part of empowerment, it was crystal clear that the respondents were affected by social media platforms in charitable campaigns, climate change issues, reducing consumption. So, the researcher believes that the country can use social media platforms for societal campaigns to satisfy the SDGs of Egypt's 2030 plan. This can be done through encouraging the individuals to join campaigns about sustainable consumption to satisfy SDG12 which is Responsible Consumption and Production. Other campaigns can be for blood donation, clothes donation, reading for the non-educated ones and many more. Also, campaigns may range to sustain the environment and species under water by reducing marine pollution and over fishing to satisfy SDG14 which is Life Below water. It can also help to engage in suiting life above land by decreasing pollution and combating desertification, satisfying SDG15 which is Life on Land. Moreover, the government can have national campaigns to promote platforms on social media for physical and mental health among the members. Actually the physical health campaigns are already done such as the breast cancer campaigns for women in month of October and the other campaign 100 million health of Egyptians. The author is recommending

mental health campaign to be in May as it is the international month for mental health. In this way, the SDG3 will be achieved which is called Good Health and Well Being.

Talking about the third youth empowerment type, which is the **organizational** one. It was clear that respondents agreed that social media platforms help them to defend the needy and oppressed ones, and help them to be close to their peers leading to better goal achievement for the organization. The researcher is suggesting that the organizations can post on social media platforms or social media platforms hints and tips of dealing with work pressure, and having balanced life. They can also, write about social arising issues and how to help the employees to act with them. Through the comments of employees, they will all become closer which will definitely lead to better goals achievement of the company at the end. This can be done through their social media platforms pages; this will create more loyalty and engagement of employees to their companies/entities. This can be not only applied in companies but also in schools and universities where students can have more loyalty to their educational institutes too. The researcher believes that schools and universities can share some tips to deal with stress during exam times. Definitely, this will help the students to better deal and react in such critical time and reaching better goals in their success in the education ladder. If this is done, the SDG3 will be met which is called Good Health and Well Being.

Talking about the effect of the social media platforms on the **economic** youth empowerment, it was clear that there is huge agreement that social media platforms helps the youth to better economically educated in general and about what is going in the country from devaluation and inflation rate issues. This survey was distributed just one week after the second devaluation of the Egyptian pound against the dollar and it seems it helped lots of youth to know about it. Also, the respondents agreed that the social media platforms helps them to open new bank accounts, meeza cards and open financial wallets. The researcher believes that this is important in the financial inclusion point where the young people become more economically literate and learn the basics of economy and saving money at a young age.

The researcher believes that the country can use such platforms especially Instagram and Tiktok to educate even the younger ones than 15 years old of the different ways and benefits of savings. The researcher believe that having better economically educated young people will lead to less consumption which will financially lead to the achievement the SDGs and Egypt's plan of 2030. This will

lead to the achievement of SDG8 which is called Decent Work and Economic Growth. In the same economic point of youth economic empowerment, it was agreed that social media platforms encourage the youth to become young entrepreneurs or freelancers. It is very common nowadays to find young students offering companies to design the logos, or to manage their social media accounts. The researcher has students who offer translations for some business writings. This couldn't be achieved without having the social media platforms which get the supply and demand of jobs offered to virtually meet together in one place. Talking about employability through social media platforms, it was clear that there was huge agreement about the social media platforms connect the candidates with employers faster.

The researcher totally agrees in this point. As the researcher has an employment group on Facebook that was originally done to help her students gets employed. This group reached now 42,000 members from candidates who are looking for jobs and employers who offer jobs in the marketing and advertising field. The engagement rate of this group is 8000 posts and comments and likes per month. It helped to increase employability for the researcher's students either in job opportunities, or for getting an internship. The group is called “Egy marketers and Advertisers” on Facebook. So, this a true example of youth empowerment through the use of Facebook.

Talking about the effect of the social media platforms on the **social** youth empowerment, entrepreneurship, leadership and talents, the respondents agreed that social media platforms help one to show their talents which will then help them to increase their self-confidence. And this will also lead to economic empowerment through getting paid for this talent. This is like, singing, acting, drawing, playing a musical instrument, cooking certain dishes. Talking about another aspect in social inclusion, such as inclusive education and socio-economic integration this can be done through the social media platforms asking for volunteering help for educating the less fortunate ones. This will satisfy SDG4 which is called Quality Education.

The researcher believes that this is very good in the social inclusion aspect where every one of the society is included the disability he/she has whether it is physical disability or mental disability. The country can do campaigns to ask the youth to volunteer to help the needy and disabled people like by reading books for the blind people. Actually there are some apps in Egypt that has this purpose to let people help the blind read in their Braille language. And to help those who

have physical disability in the institutions of work, schools and universities. This will help to reach SDG16 which is called Peace, Justice and Strong Institution.

Talking about the effects of social media platforms and youth **cultural** empowerment, it was agreed that that social media platforms help the youth to better understand and engage in their culture. This can be done by showing the unknown museums, cultural streets, local neighborhoods and local food through videos on social media platforms. The researcher believes that some groups of Facebook such traveller experience do this job greatly, where it shows the places in Egypt. Also, the videos on Tiktok and instagram play the same role by enriching the youth's knowledge for some historical places in the county and for traditional food of different governorates. Also, the social media platforms can help to put laws to cancel some traditional and some old outdated laws. This was clear through the divorcee laws that were changed due to the social media pressure. Also, some laws regarding sexual harassment were established in Egypt due to the social media pressure. If this is done, this will lead to the achievement of SDG11 which is called Sustainable Cities and communities. It has the point of 11.4 taking about sustaining culture and heritage.

Taking about the independent variable the social media platforms, it was totally agreed that social media platforms help the people to get general information about life. The researcher believes that social media platforms help one to get educated in economics, psychology, politics, religions, and many more sciences too. It was also agreed that social media platforms help one to know the daily hacks and tricks in daily life activities. The researcher has seen hundreds of videos on dealing with difficult situations in the kitchen and in home in general. Also, there are tons of videos of relieving pain, other videos are cooking ones, and others are helping the newly mums to deal with their babies. Thus there are huge varieties and arrays of different aspects of general life videos. And definitely it goes without saying that social media platforms help the news to go viral more than the usual regular media tools.

Shifting to the negative aspects of social media platforms, there was a huge agreement that social media platforms help people to fake life and show unreal life status. This helps the people to escape the reality and live in the life they wish to live. The point is that this fake life may put pressures on others, allowing them to wish living it, which will add to their insecurities. Nonetheless, the researcher believes that not all people are faking life on social media, people like to show the positive side of life only on social media platforms, which is normal not

showing the negative aspect of life, or pain, or sickness. This is due to the fact that people don't want to feel pitted for, yet they only want to be admired.

Talking about the activity of respondents on social media platforms, there was huge agreement that people check social media platforms the first time in the morning and before they go to sleep. Thus, it is becoming a crucial thing in one's daily routine life, opening the day with and ending it with it too.

Talking about the time spent on social media platforms, 43% agreed that they spend 2 to 3 hours on social media platforms daily while 26% replied that they spend more than 3 hours daily on social media platforms. The researcher believes that this is a huge percentage of the free time after work, school or university. If one finishes work or, school or university by 5 pm and sleeps by 11 pm. Thus, one has average 6 hours for time daily. So, in this way, it is almost 50% the free leisure time is spent on social media platforms

Talking about the most used social media platforms, Facebook was first one with 48.7% of respondents, secondly, was the instagram with 32.8%, and thirdly was Tiktok with 14.3% and lastly the twitter with 4.2%. This is explainable as the majority of respondents are parents above 39 years, who find Facebook more easily friendly and more used in their surroundings and communities of similar age, interests, technology level and social class.

Talking about the sample, the survey was answered by female with 77.1% while males with 22.9%/ This is due to the fact the females has less working hours, or are housewives. So, they have more free time to spend in social media platforms rather than men.

9. Conclusion

It is crystal clear the huge impact of social media platforms on youth empowerment in different aspects, and it is essential to be used whether by the company on small scale or by the country on a bigger scale. Yet, the researcher is more interested in the usage of social media platforms by the county to reach more strategic national goals. So, the country must use the most suitable social media platform suitable for each range of youth to reach the goals of Egypt 2030 plan. The country can use the social media platforms to educate the youth and their parents about the SDGs and their importance. The social media platforms can help to improve the loyalty to the country and the Egyptian identity too. Thus social media platforms must be looked at more than just being some sites for entertainment in the leisure times. Hence, if used correctly, they can add to the economy and wellbeing of the society by building better empowered youth.

10. Limitations

The research was limited only to be collected through online surveys only through Facebook, whatsapp, and emails. It didn't use any qualitative research methods. Thus, focus group research if used, it would have enriched the results. Moreover, it was concentrating firstly on Facebook, instagram, Tiktok and twitter. Many others social media platforms were not tested in the research. Furthermore, it also included the upper classes only who speak and understand English. Moreover, the survey was conducted for 3 weeks only due to the time constraints. Furthermore, It was sent to youth of age 15 to 24 and to adults from 25 to 39 and parents above 39 years old.

11. Recommendation

The researcher recommends that this research can be an exploratory research for the positive effects of social media platforms on the youth empowerment in Egypt. In depth interviews and focus groups can be used as qualitative research methods. Thus, for future research, it is better to consider using other ways of contacting the samples rather than by surveys only. It is better also to use other demographics and psychographics of people in Egypt to have a full display of the real picture in the Egyptian society.

Also, it is better for further investigation that the researchers have more social media platforms to study.

Also, it is recommended that the above points can be applied on any organization to help in youth empowerment. So, it is advisable for companies to get benefit of social media platforms to reach the maximum youth empowerment results. This will definitely lead to better micro environment results for the business entity.

Also, it is recommended for any country to use the above points and to best use the social media platforms for the national youth empowerment. It is crucial that youth are empowered to become active partners fulfilling as many of the SDGs. This is crucial as the youth are the assets for any country's development.

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**Impact of Instagram on Online & In-store shopping
experience for Egyptian ladies:
A Survey study**




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Introduction

The live online shopping experience now includes social media networks. This study looks at how Instagram Live Shopping impacted actual purchasing behaviour and user experience. In order to enable users to shop online, Instagram uses live shopping. The data presented is only valid until the buyer decides to discontinue live shopping. As a result of the time restrictions on shopping, live shopping actions on Instagram may draw potential customers to interact with the platform. So, the claim of this study is to show the new era of live shopping and to use the new ways of shopping more than the old ways of shopping.

Problem statement

The purpose of this paper is finding out whether ladies know about the difference between when they make shopping online or in-store shopping and whether they had the experience that the lady's before them have passed by and the relation between fake photos & purchase behaviour.

Literature of Review

Trust, Price, Quality, and Perceived Risk's Impact on online stores in Instagram

Online stores in Instagram, made it simpler for online stores to gather their product images, descriptions, and ordering information in one location. As a result, the customer can actually get all the information they require before selecting any goods and getting in touch with the sellers. A user may buy something from an online store on a social network like Instagram for a variety of reasons. Start with accessible costs, the availability of specific items, the quality of the products and services, trust, service availability, payment options, perceived risk, and security. Depending on how significant price, quality, perceived risk, and trust are in influencing a customer's decision to buy from an online store via a social media network like Instagram, Therefore, a study of these four factors that influence consumers' decisions to make purchases from online stores using Instagram is required.

Trust. The trust between buyers and sellers grows with time. Sellers should have faith in their customers' ability to select products and services, make purchases, and make payment for such purchases. Customers should put their trust in sellers, however, as they can offer the products and services they require and can spread or deliver them as needed. Trust is a key aspect of maintaining the business relationship between sellers and buyers and reaching the goal. When people have faith in one another, it shows that they value the promises they made to one another during their business interactions. Trust is characterized as the willingness of one party to be exposed to the acts of another party in the hopes that the other party will carry out a certain activity that is significant to the trustor. Irrespective of the ability to monitor or control that other party (Mayer, Davis and Schoorman. 1995).

Price. The price is the sum of money that the buyer must spend to obtain the good. According to decision theory (Tversky and Kahneman, 1991), actual prices are the discounts or charges in relation to price expectations. This perception affects the demand for a firm's product and, consequently, its profitability.

Price sensitivity is the degree to which consumers are able to recognize and respond to price levels and price changes (Goldsmith et al. 2005). Price sensitivity can serve as a measure for consumer willingness to spend. Price thus has a significant impact on consumers' purchasing decisions, which in turn affects the company's sales and earnings (Han et al. 2001)

Quality. Quality goes beyond only protecting customers from annoyance to include making their experience pleasurable (Garvin, 1984). Another way to think of quality is as one of the essential elements of a company's competitive advantage. As a result, a firm must consider the quality of its products and services (Foster and Sjoblom, 1996).

There are five methods for defining quality: the transcendence method, the product-based method, the user-based method, the production process, and the value-based method (Garvin, 1984). The presumed quality of the transcendent approach is generally recognisable and absolute. According to the product-based approach, a product's quality might vary depending on how much of a component or feature is present. According to the consumer approach, a product's quality is determined by how well it meets or exceeds

customers' expectations. Quality is defined as requirement compliance in the industrial production approach. That refers to how a good or service conforms to a particular design standard. The benefit approach also takes into account performance and quality at a fair or affordable cost.

Perceived Risk. Despite the advantages of online shopping over traditional shopping and hopeful predictions for the future expansion of online shopping, difficulties with this mode of shopping are also increasingly important Kotler et al. (2004). There are two relevant conceptual perspectives on risk: one that is focused on the uncertainty of a decision's result and another that is focused on the costs or consequences of such results. Risk plays an important role in consumer behavior and specifically refers to understanding information-searching behavior and consumer purchase decision-making Barnes et al. (2007).

Consumers who perceive more risk, according to Barnes et al. (2007), are less likely to be motivated to purchase items purchased online. This discourages consumers from making purchases.

Purchases on Instagram Live Shopping

The capacity of social shopping technology to enable customers to offer feedback on a product is known as "metavoicing accessibility," according to Dong et al. (2016). Next, the advice shopping aspect is the degree to which social shopping technology can provide customized services to assist clients in finding the goods they want (Dong et al., 2016). The ability for technology in online shopping to inform consumers of changes to a product that interests them is known as the "prompted attention" aspect Dong et al., (2016); Dong, Wang, & Benbasat, (2016); Majchrzak et al., (2013). The degree to which social shopping technology can improve users' ability to carry out the actual purchasing process or activity is referred to as trading accessibility Dong et al., (2016).

This study makes use of these five sub-dimensions in order to take into account the variables that affect how users react to live shopping technology, not only from the standpoint of human behaviour but also from the standpoint of the technology that underpins the live shopping option. The second set of factors, which is customer involvement in live shopping, includes the influence, as a second concept, from social presence and the virtual, as well as

the interaction factor. Brand awareness and consumers' purchasing factors make up the final set of variables, or user behavior, while using Instagram Live Shopping.

In order to reduce any emotions that consumers may have, visibility context permits consumers of live shopping services to obtain information, including how to operate products (Dong, Wang, & Benbasat, 2016). S-commerce live shopping platforms let sellers send users audio and visual content directly (Chen & Lin, 2018; Sun et al., 2019). Additionally, products can be presented in a transparent manner using online movies that s-commerce customers can view right away (Sun et al., 2019). Users of Instagram Live's live shopping service organization needs product information in advance in conformity with their demands to establish their upcoming purchasing intention. As a result, when using Instagram for live shopping, users pay attention. Additionally, live shopping on Instagram gives buyers extensive product information, including instructions on how to use the goods, making it simple for them to concentrate on the data they require. Thus, live shopping provides customers with a unique experience.

New Business Set Up for Branding

The promotion of residence businesses with Instagram accounts Instagram has become more popular as a social media site and the platform of choice for entrepreneurs since the introduction of smartphones. However, little study has been conducted on the businesses that have been created on Instagram, meaning that they focus on brand image methods.

Brand positioning. It is described as the position in customers' minds that you wish to control, especially the advantage that they will consider when they see your brand. Internally directed, current, different from the competition, and, most important, valued by them are all requirements. Volvo is referenced by Marsden (2002) as an example, remarking that it has consistently been associated with safety in the minds of many customers.

Brand name. The brand name is frequently the component of a brand that connects consumers the most strongly and for the longest time. It should be able to capture the essence of the brand experience in a single, generally accessible term or expression that may be legally protected. Because of the value and significance, the brand name represents, it must be carefully picked.

Brand identity and brand image. These two concepts are linked and interdependent. These two ideas are frequently mixed up and used similarly. The brand's original identity, its extended identification, and its essence make up the structure that creates brand identity. As a component of the main aspect of the brand's identity, brands are represented by 6–12 aspects that accurately express their identity.

Brand community. Brand communities are fostered by social media. A brand community is "a unique, non-geographically linked society, built on a structured set of social ties among followers of a brand," according to Muniz and O'Guinn (2001). A group of people who have a common interest in a certain brand can get together to form a brand community, which develops a subculture with its own values.

Branding on social media. Proves that social media marketing expenses are continually increasing, indicating that firms are becoming more interested in creating a following on social media. Reducing success rates to traditional online advertising like ads and email direct mailers owing to indifference and spam. Finally, the most important factor of all is low cost. Upon this realization, people trust their friends and other customers in similar situations more than any firm. Compared to a broadcast advertising, a viral campaign can result in more engaged clients at a far cheaper cost.

Theoretical Framework

To understand the attitudes, patterns, and actions of customers, businesses may devote a lot of time to a framework called "Reasoned Action "This theory of behaviour among consumers illustrates the advantages of uniqueness over generality. In simple terms, buyers are able to behave in a specific manner once there is cause to trust that the action will end up doing what they want.

The client has a chance to change their mind or pick another plan to take at any time during the point of decision-making and the last step of the procedure. This theory is related to the online shopping and in-store shopping experiences with ladies that's now there are so many experiences with ladies in ways of shopping their clothes, shoes, and makeup as we can everything they want it or its passes by their mind also it can be a new thing they have ever heard by it by they buy it to get to know it and what is it and what is it works for and all this thing they get effect by it from social media platforms like: Instagram.

In recent years, a number of researchers have attempted to investigate the shopping habits of online consumers by examining particular aspects of online shopping. Evaluated how online consumers looked for information. Some predictors of online shopping behaviour have been explored. Others looked at the logical reasons why people shop online showed that consumers of online products had improved online shopping experiences. Additionally, they claimed and discovered that collective cultures have a higher link between attitude and intention for conduct than individualist societies. Based on the emotional processing of the consumer, flow was thought to qualify as an emotional state when performing their online behaviours. It had qualities of challenge, interest, paying attention, and a feeling of self-awareness that increased acute, personal, and emotional happiness.

Research Questions

- R1. What factors affect consumers' intentions to buy clothing from Instagram stores?
- R2. How do the online stores affect the traditional stores?
- R3. What do online stores do to make you trust them?
- R4. Are the online stores on Instagram the same quality as the traditional stores?
- R5. Is it true that online stores are far superior and more appealing than traditional stores?

Hypotheses

Hypothesis 1

The more the online shopping make sale the more lady's buy online product without paying attention to quality.

IV: sale on online shopping

DV: buy without paying attention to quality

Hypothesis 2

The more the in-store increases their prices the more lady's will go to the best paying in online behaviour.

IV: instore price increases

DV: online shopping behavior

Hypothesis 3

If online stores publish fake product's images, then they got only delivery fees.

IV: fake product's photos

DV: online stores gain only delivery fees

Methodology:

Research type: Quantitative

Method of data collection:

This online survey has the questions that answers research hypothesis through that the sample of this hypothesis is from 20th to 30th years old also it's not specific from one place it came from different places. Also, this survey has be done on the google form blank quiz to share it easily to people and have their opinion and though and also their experience in online or instore shopping and there are different states that can answers this survey such as married, single or household.

Way of gathering data:

Survey is sent to 50 people on Instagram to answer it and to know their shopping experience as first the introduction will be Dear Participant:

“Thank you very much for your time and participation in filling out the following survey in an attempt to help the researcher in completing the study purposes.

The research is about the effect of the shopping online experiences and it will take from you 2 minutes to answer it.

You are very much appreciated for your precious time and accurate responses.

Please be noted that all data is confidential and it will be only used in scientific research.”

Then the survey questions will be number one is how much time do the samples spend time on Instagram and it will be multiple choose with the time hours of spending on

Instagram, second one is when did they get interested in online shopping on Instagram and it will be short answer then the third one is categories that they shop online and I make it checkboxes due to it have many categories to choose not only one chose to choose it. Fourth one is how many times do they make orders from Instagram and it will be multiple choose, fifth one is do they check online shop before going to the instore and also it will be multiple choose. Six one is do they prefer keeping the product with fake image or return the product and pay the delivery fees and I make it yes, no or not applicable multiple choose then the seventh one is times they got decieved by fake product's images and it will be multiple choose and the eighth is seeing them as a client, do they prefer online shopping or in-store shopping, and why? And make it short answer to the sample to say their opinion. Lastly questions number nine, ten, eleven and twelve is about the sample which are age, gender, state and where do they live and all of them multiple choose.

Sample type: stratified sample

The research sample type target is the lady's due to that they are the most ones how do online or in store shopping.

Sample size:

The research simple size main target will be to the lady's but also, we will let mean answer this survey to see their online and instore shopping with them too.

Operational Definition

Online & in-store Shopping: what customers prefer in the online or instore shopping at the beginning is online shopping that is Customers can shop whenever it suits them because of the constant availability, which enables customers to complete orders outside of regular

business hours. Offering shipping for free and loyalty systems can help customers save more money besides providing easy access. Of course, online shopping enables consumers without access to shipping or availability to complete their buying decisions. Especially when it is greater than what they might ordinarily buy at the store, it encourages them to buy more.

Other factors causing consumers to shop online include:

Comfort

Saves time

Contactless

Attractive price-matching

As in the in-store shopping is that the customers have a wide range of advantages when it comes to purchasing in real-life stores, which they are unable to find while making a purchase online. Online and in-store shoppers both have advantages, but they vary in how they enjoy them. Some of these advantages include:

Greater customer service: While a customer meets with a staff member in store, they can get greater guidance and insight on the exact product they are looking for.
Removing products from your cart: On Instagram with bad design, taking products out of the shopping cart may be tough.

Online consumers sometimes need to leave their current page in order to delete a product from their cart. By enabling the customer to take the product out of the package, in-store shopping lessens the stress. Additionally, when customers return products in-store, it is simpler for them to deal with your return policy.

Getting to know the product: Getting to know the product personally before making a decision to buy is a further benefit of in-store purchasing over online shopping. A customer's ability to judge whether a product is suitable for them depends on how they deal with it before making a purchase.

Whether stores are both online & instore this make them more popular between clients and to make any brand store spread more by having store he have 50% of the lady's and by making an online page on Instagram than they have the other 50% of the lady's and by this this stores gain to his or her brand a high image and population as this is of course without to be playing on fake product's images that can make them lose lady's trust and this will make their brand and their name got ruined.

Online page only for store yes its easy and don't have to lose many time in shopping instore but it will not be a bad thing to be just only online page on Instagram but also the lady's would love to have store for this page due to if they want to visit it and see the products on real and see its quality and also if the lady's was urgent to have product in short time the online page will talk a week to arrive to you your product but in store you can go to it bring your product in an a hour and come back home.

In-store store without online page this also have a negative side that all store become having online pages on Instagram so if one's of the stores don't have an online page will be effected on it such as that when the store have online page will can more popular on Instagram and will gain more lady's and to get famous store but if without an online page it will be only closed on the lady's that knows the store and comes to it from time to time also not also have the available time or the age energy to go to the store to buy so the online page will make it easier on them to buy what they want from their places without going anywhere.

Results (testing hypotheses)

The survey questions have answered three research hypotheses that talks about the effect of shopping online experiences, and each survey questions will answer a hypothesis, and other questions will be answered on the platform Instagram, such as

How long do you spend time on Instagram?
15 responses

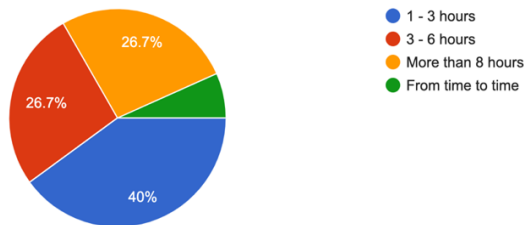


Fig1. Is showing the percentage of spending time on Instagram

Most of the customers spend time on Instagram, which is 40% from 1-3 hours and 26.7% between 3-6 hours and more than 8 hours. The not percentage point is that no one is from time to time spend time on Instagram

When did you get interested in online shopping on Instagram?

10 responses

In corona

During the quarantine

When I find things I like or fits me

Since Covid

In 2018, started to receive plenty of advertisement about online shopping, and then i got interested on it

At night

2020

When i find most of my beloved products have been all there

In the lockdown

A year ago

Fig2. Is showing when customers got interested in online shopping did

That’s it from most probably from covid and two other one says when she received plenty of advertisement about online shopping and then got interested in it and the other one is when she found her most loved products on Instagram

Which is Hypothesis one is the more the online shopping makes sale the more lady’s buy online product without paying attention to quality.

IV: sale on online shopping

DV: buy without paying attention to quality

Categories you shop online

15 responses

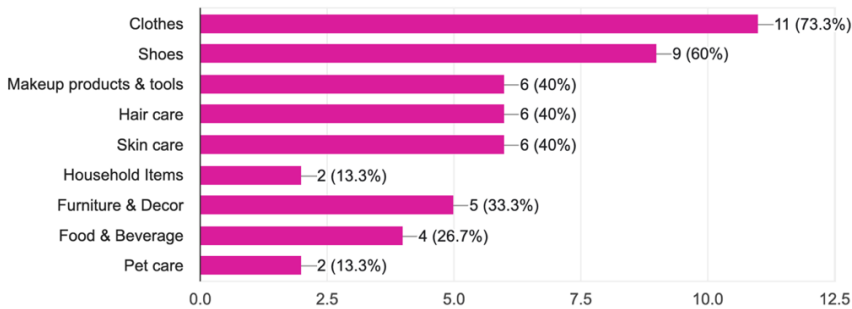


Fig3. Is showing the most categories purchased products from online on Instagram

In the first place were the clothes, which were presented by 73.3%; in the second place were the shoes, which were presented by 60%; in the third place were makeup & tools, hair care, and skin care, which were presented by 40%; in the fourth place were furniture and décor, which were presented by 33.3%; in the fifth were food & beverage, which were presented by 26.7%; and lastly, pet care and household items were the less popular categories that customers buy online, which were presented by 13.3%.

Do you check online shop before going to the instore
14 responses

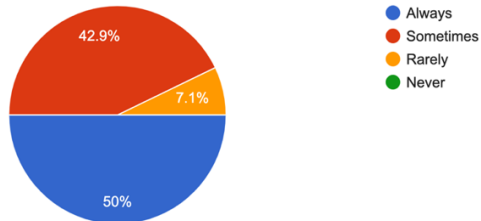


Fig4. Is showing the percentage of who check online page of shop before going to the instore of it

This makes a high percentage of 50% of customers that always check the store online, and the other percentage is sometimes, which is 42.9%, and a tiny percent of rarely, which is 7.1%.

Hypothesis two is the more the instore increases their prices the more lady's will go to the best paying in online behaviour.

IV: instore price increases

DV: online shopping behavior

How many times do you make orders from Instagram?
14 responses

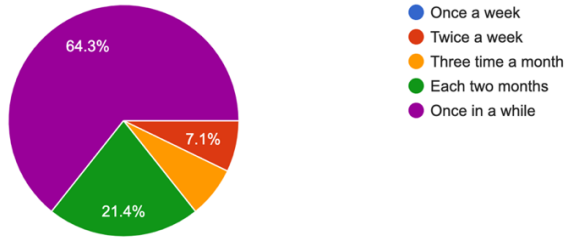


Fig5. Is showing the percentage of how many times do customers make orders from Instagram

The first-time percentage of once a week is 0%, the second twice a week is 7.1%, the third is three times a month with also 7.1%, and the fourth is each two months with 21.4%. This is not a high percentage, but it counts as an average rate. The higher rate goes to once in a while due to its higher percent, which is 64.3%, and this means that most of the customer’s order from Instagram once in a while.

As a client, do you prefer online shopping or in-store shopping, and why?

10 responses

Online it becomes so easy abd i can think alot before select

Online shopping / it saves time

Online shopping because i can see the price & product some stores don't put the price tag on some issues

In-store of course, but it is easier to shop online

I go for both, because i can try on the products in real life, so i buy the good size in real like, while in online shop i can buy hair or skin products because I don’t need to try them on

because they doesn't need to try them on. In conclusion, both are good online and in-store shopping.

In store shopping

In-store shopping is much better for me as I can check the product's quality before paying for it

In-store shopping

Both for the online shopping its easy and fast and in the instore see the products and its quality also sometime lts the refuge to get of the depresstion and to be happy

Online shopping

Hypothesis three is If online stores publish fake product's images, then they got only delivery fees.

IV: fake product's photos

DV: online stores gain only delivery fees

Do you prefer keeping the product with fake image or return the product and pay the delivery fees
15 responses

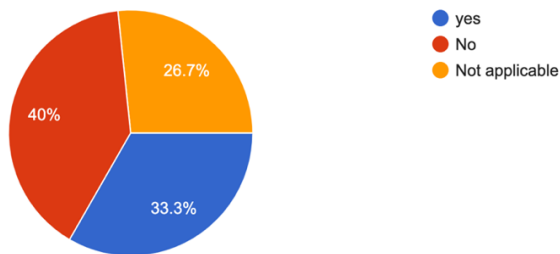


Fig6. Is showing how many people prefer keeping or returning the product fake image

By this pie chart we can see that the highest two answers are no which have 40% on it and yes which have 33.3% on it and this mean that the most of people between yes to keep it and no to return it and people how said no was the higher percent and there is tiny percent how voted for not applicable which are 26.7%.

Times you got deceived by fake product's images
14 responses

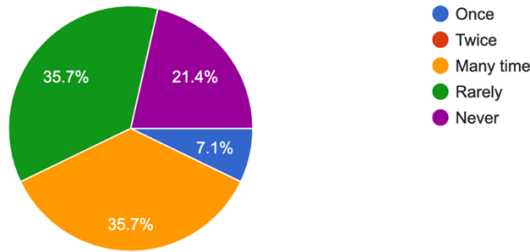
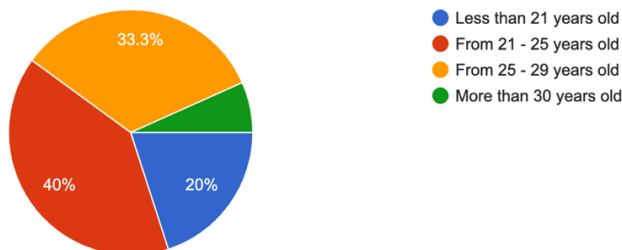


Fig7. Is knowing percentage of how any time customers got deceived by fake product’s images

This pie chart will show you the percentages of each chose of how many times they have been deceived.

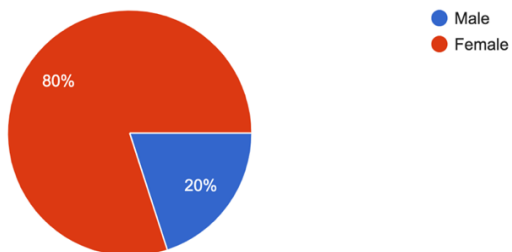
These four questions will be a demography to know our customers

What's your age ?
15 responses



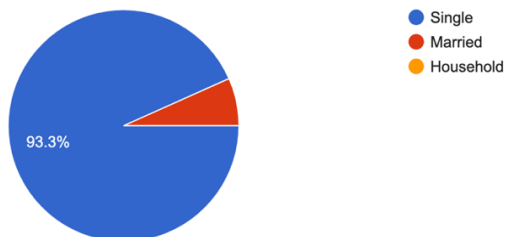
What's your gender

15 responses



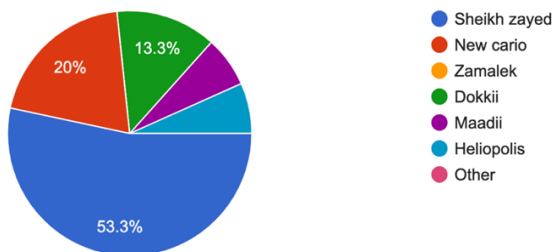
What's your state?

15 responses



Where do you live?

15 responses



Conclusion

In conclusion, online shopping has positive and negative sides, and the positive ones are that it helps a lot in a lot of different ways. Each person has their own point of view, as everyone sees and cares about what suits them. Some agree that online shopping is very important and significant, and some others don't agree. As the negative ones are that they can be fake image products that people pay money for and at the end they become fake and not true. Also, when there is a sale, some online stores make a sale on their old, less quality, and less material products to get rid of them online and make customers buy them. Due to that, customers can't see them, and if the customers get the order and don't love it and want to return it back, the store will win the delivery fees of this shipping, but if not and the product is kept, there will be no delivery fees. So, don't trust anything due to the fact that there are many sides to things; they don't occur on one side, so anyone who wants to go online shopping should check the positivity and negativity of the store.

Limitation

The limitation that wasn't able to apply in this research paper is the experiences with the in-store shopping with the customer whether they are men or women and this point if it been applied it will give the research more importance.

Future studies

In the future studies try to make more studies about the shopping on men and their experiences in shopping and also to make studies and researches that can make the trust issues between the store and the client stronger to gain more clients and get their store trusted by its actions and to gain more popularity to the store.

Recommendation

Additional questions may be asked by the researcher if the respondents do not frequently respond to them. Additionally, effective time management is important for producing a high-quality research paper because, without it, nothing will get done or be prepared correctly.

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**The effect of Instagram posts` Cyberbullying on
Passive aggression of Egyptian youth
Social Learning Theory**



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Introduction

The paper titled "The Effect of Instagram Posts' Cyberbullying on Passive Aggression of Egyptian Youth: Social Learning Theory" examines the relationship between cyberbullying on Instagram and the passive aggression exhibited by Egyptian youth. This research study aims to shed light on the impact of cyberbullying on the mental well-being of young individuals, particularly in the context of Egypt. The paper begins with a literature review that delves into the concept of cyberbullying, its various forms, and the detrimental effects it can have on victims, including depression and even suicidal thoughts. The review also explores the prevalence of depression and its symptoms, emphasizing the need for awareness, support, and education to address this critical mental health issue. Drawing upon the Social Learning Theory, the paper proposes that youth can learn aggressive behaviors through observation and imitation. It suggests that exposure to cyberbullying on Instagram can influence the passive aggression displayed by Egyptian youth, leading to a range of negative consequences. To test this hypothesis, the paper describes the research methodology, which employs a quantitative approach and utilizes a survey distributed through Google Forms. The survey collects data from Egyptian university students, focusing on their experiences with Instagram, cyberbullying, and passive aggression. The results of the survey are then analyzed and presented to provide insights into the hypothesized relationship. The paper concludes by discussing the implications of the study's findings and its limitations. It also offers recommendations for future research, including the need for further understanding of the targeted age group, exploration of Instagram's policies on bullying, and the importance of raising awareness about the detrimental effects of cyberbullying on mental health. Overall, this paper aims to contribute to the existing body of knowledge on the effect of cyberbullying on passive aggression among Egyptian youth and emphasize the need for proactive measures to address this issue. By better understanding the relationship between cyberbullying and its impact, researchers, educators, and policymakers can work together to create a safer online environment and promote mental well-being among young individuals.

Literature review

Cyberbullying

Cyberbullying is harassing, intimidating, or harming people via electronic communication, including online forums, text messages, emails, and social media platforms. It entails using technology to shame, degrade, disseminate rumours, intimidate, or threaten people or organizations. Cyberbullying may take many forms, such as sending harsh messages or remarks, posting humiliating images or videos without permission, disseminating false information, fabricating identities, or banning someone from online networks or organizations. Cyberbullying is distinguished by its anonymity and potential for a considerable audience, among other things. Bullies might conceal themselves behind anonymous accounts or fictitious identities, making it challenging for victims to recognize or confront them. In addition, the viral nature of internet information makes it possible for offensive remarks or pictures to spread quickly, reaching a large audience harming the victim's reputation, and causing them great mental pain. Cyberbullying can have serious, long-lasting effects. Victims' emotional and psychological damage may include melancholy, anxiety, low self-esteem, suicidal thoughts, and depression (Patchin & Hinduja, 2015).

Suicide

.It is a complicated issue with many underlying causes, such as mental health concerns, social isolation, personal crises, and other problems contributing to its development. *Suicide* is a major global public health issue affecting the victim and their family, friends, and community. A comprehensive strategy that incorporates community support, early intervention, accessible mental health services, and mental

health awareness is needed to prevent suicide. It can be easier to spot those in danger by recognizing risk factors and warning signals, such as expressing feelings of helplessness, withdrawing from social interactions, giving away goods, or broaching the subject of death (*The Definition of Suicide on JSTOR*, n.d.).

Depression

An array of physical and emotional symptoms, including persistent feelings of melancholy, a lack of interest in or enjoyment from activities, and depression, are some of the most frequent mental health disorders. It influences millions of individuals globally and may significantly disrupt everyday life and general well-being. A person with depression experiences more than just sadness or difficult times. It is a complicated disorder that may be brought on by a confluence of biological, psychological, environmental, and hereditary variables. A persistently low mood, lack of energy, changes in eating and sleep habits, trouble focusing, feelings of worthlessness or guilt, and thoughts of self-harm or suicide are all common signs of depression. It recognizes that depression is a genuine and severe disorder and that getting care from a specialist is essential. Helping people with depression also requires supporting them from family and friends, fostering a supportive atmosphere, and advocating for mental health awareness and education (Angst & Dobler-Mikola, 1984).

A complex and troubling topic is the link between cyberbullying, depression, and suicide. Even though not all instances of cyberbullying result in depression or suicide, there is evidence to support a strong association between these two issues. Cyberbullying can significantly impact a person's psychological and emotional health. Depression can be exacerbated by the constant bullying, humiliation, and social isolation victims endure. Cyberbullying has harmful repercussions beyond the

internet and affects a person's everyday life and sense of self. Continuously receiving offensive remarks and online criticism can undermine self-worth, foster feelings of worthlessness, and intensify already present emotional vulnerabilities.

Consequently, depression might make someone more vulnerable to suicidal thoughts and actions. A person's vision of their situation may be distorted by the extreme melancholy, hopelessness, and despair that come with depression, leading them to believe that suicide is a viable option for easing their suffering. Cyberbullying and depression can interact destructively since the constant online abuse worsens the mental pain and increases the likelihood of self-harm or suicide (Martínez-Montegudo et al., 2020).

Instagram cyberbullying frequently consists of passive-aggressive aspects. Passive aggressiveness is a pattern of behaviour in which people show hatred, rage, or other unpleasant emotions without confronting the problem. Passive hostility may take many different forms regarding cyberbullying on Instagram. The use of covert or veiled insults, caustic remarks, or backhanded compliments is a typical example of passive-aggressive cyberbullying on Instagram. Individuals may use passive-aggressive strategies to insult or disparage people without attacking them while maintaining a facade of innocence or credible denial. This may be accomplished by writing thoughtful captions, insightful remarks, or even private direct messages. The practice of social exclusion or manipulation is another example of passive-aggressive behaviour on Instagram. This may be purposely excluding someone from group interactions or chats, disregarding their postings or remarks, or committing covert social sabotage. Using these techniques, cyberbullies can cause emotional injury to their victim while being passive and non-aggressive.

On Instagram, indirect rumour, gossip-, or false-information-spreading is another sort of passive-aggressive cyberbullying. Cyberbullies may purposefully distribute or comment on information that indirectly targets the victim rather than overtly criticizing them, damaging their reputation, or giving them emotional pain, and recognizing that passive-aggressive cyberbullying may be just as damaging and damaging as more overt kinds of hostility is vital. (Schultze-Krumbholz et al., 2018).

Theoretical Framework

Albert Bandura created the Social Learning Theory, a psychological paradigm that strongly emphasizes the value of peer observation and imitation in the learning process. This idea claims that people learn new behaviours, attitudes, and emotional reactions through observation, imitation, and the results of their activities. It implies that learning can occur through vicarious experiences and direct personal experiences.

The Social Learning Theory makes several underlying presumptions concerning human behaviour:

1. **Observational learning:** People learn by seeing how others behave. By seeing how others behave and taking note of the results, they can pick up new information and abilities.
2. **Modelling:** People are more prone to copy behaviour that they find enjoyable, practical, or relevant to their objectives. Additionally, kids are more inclined to emulate the actions of people they look up to or who act positively.
3. **Reinforcement:** Behaviour's repercussions affect its propensity to be repeated. People are more inclined to emulate or steer clear of certain behaviours if they see them being rewarded or penalized for them.

4. Self-Efficacy: People's attitudes toward their capacity to carry out a specific behaviour impact their behaviour. Greater motivation and perseverance in learning and behaviour modification correlate with higher self-efficacy levels.

Now to examine the connection between the social learning theory and the effect of cyberbullying on Instagram on kids in Egypt who exhibit passive aggression, Instagram cyberbullying is the term for using the social networking site Instagram to harass, threaten, or degrade other people. Indirect and non-confrontational manifestations of animosity or rage are called passive aggression. The following ways in which these behaviours relate to the Social Learning Theory:

1. Observational learning: Instagram users in Egypt may see examples of cyberbullying, such as offensive remarks, rumours being circulated, or the uploading of offensive content. They could pick up these hostile behaviours through observation and imitate them.

2. Role modelling: If influential or well-known Instagram users participate in cyberbullying, Egyptian adolescents may view them as role models and be more prone to replicate such behaviours.

3. Positive reinforcement: The results of cyberbullying, such as attention, social status, or dominance, can be a positive reward for people who engage in such behaviours. Seeing these effects may make it more likely for people to copy cyberbullying behaviour.

4. Self-Efficacy: Instagram cyberbullying exposure may affect Egyptian youths' perceptions of their self-efficacy. They could feel more self-sufficient to engage in

such behaviours if they see others effectively participating in cyberbullying without suffering negative consequences.

In conclusion, the social learning theory proposes that Egyptian adolescents may acquire and mimic cyberbullying behaviours via observation, modelling, reinforcement, and the growth of self-efficacy. This hypothesis offers a framework for comprehending the possible effects of exposure to Instagram cyberbullying on Egyptian youth's passive aggressiveness.

Hypothesis

H1: If youth get exposed to cyberbullying, then the higher suicide rates are.

H2: The more cyberbullying is being dealt with, the more exposure to high depression rates

H3: The exposure to Instagram cyberbullying posts leads to passive aggressiveness

IV: Instagram posts cyberbullying

DV: Passive aggression behaviour

Operational definitions

Instagram Cyberbullying

Instagram cyberbullying is harassing, intimidating, or physically or mentally harming someone via the social networking site Instagram. It involves using several digital techniques, including making disparaging comments online, sending obscene or threatening messages, starting rumours, distributing humiliating images or videos, setting up phone accounts to humiliate or impersonate individuals, and inciting others to engage in bullying. The victim of cyberbullying on Instagram may experience serious repercussions, such as fear, worry, sadness, and low self-esteem. Due to the possibility of the bullying behaviour being public and even going viral, it can also affect their personal and social lives. Additionally, victims of cyberbullying may find it challenging to escape the damaging effects of the behaviour due to the permanence of online postings.

Self-harm

Self-injury, sometimes called self-harm, describes intentional actions of causing bodily hurt or injury to oneself. In most cases, it serves as a coping technique or a means for people to deal with emotional anguish, intense emotions, or sadness that they may find challenging to express or manage in other ways.

Self-harming behaviours might include cutting, burning, scraping, beating, or purposely inflicting wounds or bruises. These behaviours are not intended to be suicide attempts but rather to temporarily escape from or find solace from mental distress. Some people may self-harm covertly, while others may show their wounds to others as a cry for help or a means to express their inner agony.

Physical Harm

Self-harm is causing direct physical harm to one's body to inflict discomfort, release pent-up emotions, or evoke a specific emotional reaction.

Self-harm is frequently linked to underlying mental health issues such as depression, anxiety, borderline personality disorder, or problems stemming from traumatic experiences. Understanding that self-harm is a significant problem and indicates that someone is experiencing severe mental distress and may need professional support and assistance.

Seeking help from a mental health professional, counsellor, or other healthcare experts who can offer appropriate direction, treatment, and support is essential if you or someone you know is self-harming.

Passive-aggressive behaviour

A series of hidden, subtle, or passively hostile acts or attitudes that people use to show their negative emotions, rage, or resistance is known as passive-aggressive behaviour. Passive-aggressive people may use various strategies to convey their annoyance or unhappiness indirectly and frequently non-confrontational rather than directly facing or addressing the problems or conflicts they are feeling.

The following are typical instances of passive-aggressive behaviour:

1. Procrastination: Intentionally putting off or putting off work or obligations as a strategy to show displeasure or opposition.
2. Sarcasm and Backhanded Compliments: Making jokes or compliments with undertones of criticism or criticism.

3. Silent Treatment: Avoiding eye contact or refusing to communicate as a measure of punishment or control.
4. Indirect Blaming: Passing the buck or assigning blame without explicitly addressing the problem.
5. Indirect sabotage: Taking actions that undercut or interfere with processes without blatantly acknowledging them.
6. Withholding Information: Will-fully withhold crucial information or specifics from others to frustrate or confuse them.
7. Subtly Expressing wrath: Using passive-aggressive messages, gestures, or facial expressions to indicate wrath or hate subtly.

Relationships, workplaces, and other social contexts can become tense, confusing, and frustrating due to passive-aggressive behaviour. It frequently results from a wish to stay out of trouble or from a fear of confrontations. Assertiveness, conflict resolution techniques, and open and honest communication are frequently used to address passive-aggressive behaviour.

Indirect communication

The term "indirect communication" describes a form of communication in which people convey their ideas, emotions, or intentions without being overtly obvious or direct. It delivers messages subtly through clues, nonverbal signals, or ambiguous language, frequently leaving the intended meaning open to interpretation or necessitating the audience to draw that conclusion.

In order to express their ideas or wants, people may use context, tone of voice, body language, or inferred messaging. They may refrain from making direct remarks or engaging in conflicts for various reasons, such as cultural conventions, a fear of

conflict, a desire to preserve peace, or a conviction that the receiver should understand without specific communication.

Indirect communication examples include:

1. Hinting: Subtle hints or recommendations instead of outright requests or requests for something.
2. Nonverbal Cues: Expressing meaning or emotions nonverbally, such as through facial expressions, body language, or gestures.
3. Sarcasm: Indirectly expressing criticism or disapproval through irony, mocking, or funny remarks.
4. Using the passive voice results in less direct accountability or action by obscuring the topic of the statement.
5. Asking questions that indicate a need or want without clarifying the inquiry.
6. Giving comments or criticism in a circumstantial manner as opposed to directly addressing the problem.

Direct communication often results in misconceptions or confusion since the listener may need help understanding the intended message. When analysing indirect communication, it is critical to understand the cultural setting and individual communication preferences. Clarity and understanding may increase in interpersonal and professional situations by promoting open and straightforward communication.

Research Type:

The quantitative research approach is primarily concerned with the collection and analysis of data in a numerical format. The primary objective of this type of research is to develop robust measurements for the statistics being examined. This approach is characterized by its emphasis on numerical data, the quantification and measurement of this data, and the

evaluation of the results through statistical analysis, as noted by (Watson, 2015). Furthermore, this method is particularly useful for studying and understanding specific individuals or norms within a community or group. It provides a means to comprehend these elements through the use of numerical data and statistical results. By employing this approach, researchers can gain a more objective and quantifiable understanding of the phenomena under study. This can be particularly beneficial when attempting to identify patterns, trends, or correlations within the data, which can then be used to make predictions or inform decision-making processes.

In essence, quantitative research offers a systematic and structured way to gather and interpret numerical data, providing a solid foundation for making informed conclusions about the subjects of study. It's a powerful tool for researchers aiming to gain a comprehensive understanding of specific aspects within a community or group, using figures and statistics to present their findings.

Method of data collection: Data collection for this study will be conducted through a survey. As noted by F Scheuren in 2004, the primary function of a survey is to gather data from a specific group or sample population. This data can then be used to measure or analyze any aspect of interest related to that group.

The choice to use a survey as the primary data collection method was made for its simplicity and convenience. Surveys provide an efficient way to reach out to the individuals whose input is needed for the study. They allow for the collection of data from a large number of people in a relatively short amount of time, and they can be easily distributed to the target population.

In this case, the survey will be directly handed to the individuals from whom the information is required. This method ensures that the right people are answering the questions about the

groups under study. It also allows for a more controlled distribution and collection process, ensuring that the data gathered is as accurate and relevant as possible.

In essence, the use of a survey in this study is not only a practical choice but also a strategic one. It facilitates the efficient collection of data, while also ensuring that the information gathered is directly relevant to the research questions at hand.

Method of gathering data: Data for this study will be collected through an online survey, specifically using Google Forms. The survey will be disseminated through various, WhatsApp and Instagram stories

Online surveys offer several advantages over traditional paper-based surveys. As highlighted by Taylor and Francis in 2006, online surveys streamline the process of data collection, making it quicker and more straightforward. Instead of waiting for respondents to fill out and return paper forms, online surveys allow for immediate responses that can be easily compiled and analyzed. Moreover, the use of popular social media platforms for distribution enhances the reach of the survey, potentially attracting a wider and more diverse group of respondents. This method of distribution also allows for easy sharing and forwarding of the survey, further increasing its reach. In addition, online surveys reduce the potential for data entry errors that can occur with manual input from paper surveys. They also offer the convenience of participating at a time and place that suits the respondent, which can lead to higher response rates. In essence, the use of an online survey via Google Forms and its distribution through WhatsApp, and Instagram stories, combines the power of digital technology and social media to facilitate efficient and effective data collection for this study.

Population: Egyptian university students from October University for Modern Sciences & Arts, Ain Shams University and Arab Academy for Science, Technology and Maritime Transport University (ASST).

Sample type: non-probability purposive sampling is a sort of sampling strategy in which participants are chosen based on the researcher's knowledge and judgment about the population. When a select fraction of the population contains the features or experiences relevant to the study issue, this approach is frequently utilized. Purposive sampling relies heavily on the researcher's competence in selecting participants. The researcher must grasp the goal of the study as well as the types of knowledge and experiences that participants should have in order to offer useful data. This strategy is especially beneficial when participants must satisfy specified requirements or when the researcher is searching for a specific perspective.

Sample size: 50 to 100 respondents to fill the survey.

This survey is made for academic purposes which is testing the hypothesis made on the topic of the effect of Instagram cyberbullying on passive aggressive behavior and it's side effects.

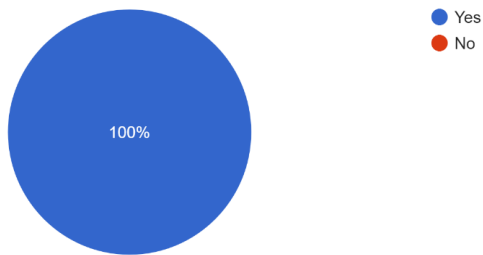
Method of application: Google Forms survey

Results

H1: If more youth get exposed to cyberbullying, then the higher suicide rates are.

Figure one:

Do you use Instagram?
51 responses

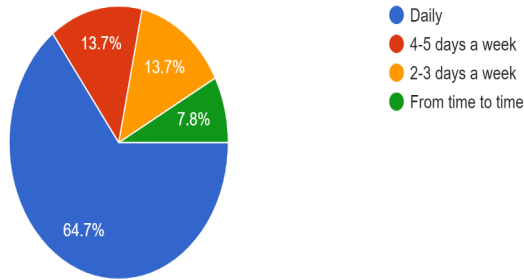


100% of the respondents which are 51 answered that they use Instagram

Figure two:

How often do you use Instagram?

51 responses

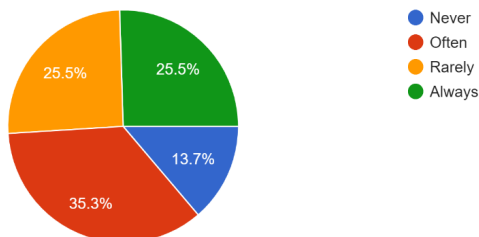


About 64.7% which are 33 of the respondents answered that use Instagram daily, 13.7% which are 7 of the respondents answered that they use Instagram 4-5 days a week, 13.7% which are 7 of the respondents answered that use Instagram 2-3 days a week and 7.8% which are 4 of the respondents answered that use Instagram from time to time.

Figure three:

How frequently do you witness cyberbullying on Instagram?

51 responses

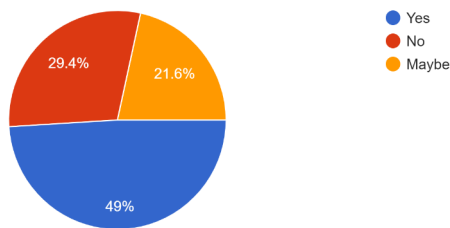


About 35.3% which are 18 of the respondents answered that they witness Instagram cyberbullying often, 25.5% which are 13 of the respondents answered that they witness Instagram cyberbullying always and 13.7% which are 7 of the respondents answered that they never witness Instagram cyberbullying.

H2: The more the exposure to cyberbullying, the more exposure to high depression rates

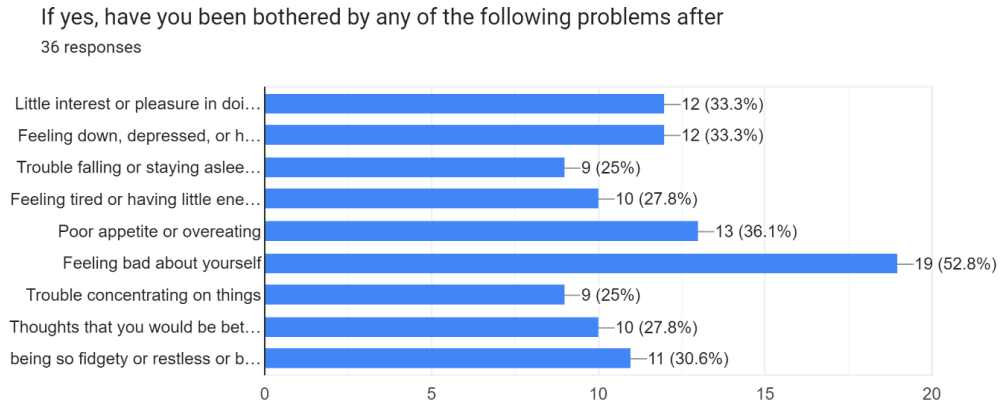
Figure four:

Did you ever find yourself or someone you know a victim to cyberbullying?
51 responses



Around 49% which are 25 of the respondents answered that they experienced Instagram cyberbullying, 29.4% which are 15 of the respondents answered that they never experienced Instagram cyberbullying and 21.6% 49% which are 25 of the respondents answered that they may have experienced Instagram cyberbullying.

Figure five:

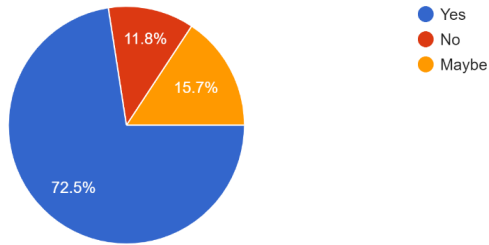


The questions above are a depression scale questions and the answers show that 51 of the respondents suffer from different levels of depression after they have experienced cyberbullying

H3: The exposure to Instagram cyberbullying posts leads to passive

Figure six:

Have you ever felt angry or aggressive after witnessing or experiencing cyberbullying on Instagram?
51 responses

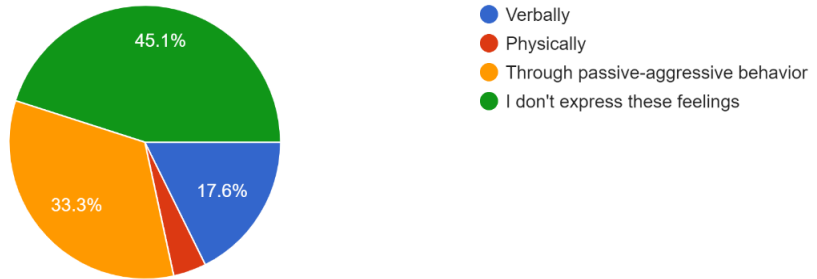


Around 72% which are 37 of the respondents answered that they felt angry after experiencing Instagram cyberbullying, 15.7% which are 8 of the respondents answered that they may have been mad after experiencing Instagram cyberbullying and 11.8% which are 6 of the respondents answered that they have not been mad after having experienced Instagram cyberbullying.

Figure seven:

If yes, how do you usually express these feelings of anger or aggression?

51 responses

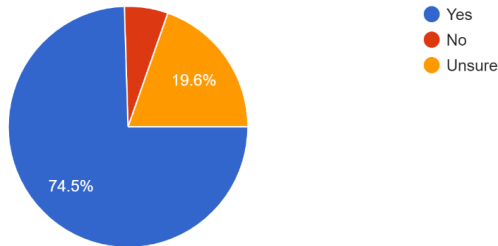


Around 45.1% which are 45 of the respondents answered that they don't express their feelings after experiencing Instagram cyberbullying, 33.3% which are 17 of the respondents answered that they express their feelings through passive aggressive behaviour after experiencing Instagram cyberbullying, 17.6% which are 9 of the respondents answered that they don't express their feelings after they have experienced Instagram cyberbullying and only 3,9% which are 2 of the respondents answered that they express their feelings verbally after they have experienced Instagram cyberbullying.

Figure eight:

Do you believe that experiencing or witnessing cyberbullying on Instagram can lead to increased passive-aggressive behavior?

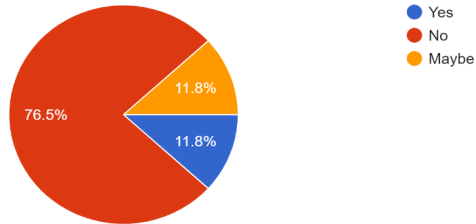
51 responses



Around 74.5% which are 38 of the respondents answered that Instagram cyberbullying leads to increased passive aggressive behaviour, 19.6% which are 10 of the respondents answered that they unsure if leads to increased passive aggressive behaviour and 5.9% which are 3 of the respondents answered that they don't think Instagram cyberbullying leads to increased passive aggressive behaviour.

Figure nine:

Have you ever participated in cyberbullying on Instagram, even if it was a one-time incident?
51 responses



About 76.5% which are 39 of the respondents answered that they did not participate in Instagram cyberbullying, 11.8% which are 6 of the respondents answered that they have participated in Instagram cyberbullying and 11.8% which are 6 of the respondents answered that they may have participated in Instagram cyberbullying.

If yes, what led you to participate in cyberbullying?
6 responses

Arragonce
no
It was on a child
being bullied by the same person
Being bullied first by the same person
being bullied in real life and on instagram

Figure ten:

For those who voted that they have participated in Instagram cyberbullying they were asked why and 3 out of the 6 answered that they have been bullied by that person first, one answered that they did it out of arrogance and one stated they bullied a child.

Conclusion

The results of the survey support the hypotheses that were proposed. The findings indicate that a significant number of youth are exposed to cyberbullying on Instagram, with some experiencing it frequently. This exposure to cyberbullying is strongly associated with negative psychological outcomes such as depression. The survey revealed that all respondents suffer from different levels of depression after experiencing cyberbullying, indicating the harmful effects of this behavior.

Furthermore, the survey suggests that experiencing Instagram cyberbullying can lead to increased levels of passive-aggressive behavior. The majority of respondents reported feeling angry after experiencing cyberbullying and expressed their feelings through passive-aggressive behavior. This demonstrates the negative impact that cyberbullying can have on the emotional well-being and behavior of individuals.

These findings highlight the urgent need for effective measures to prevent and address cyberbullying on Instagram. It is crucial for parents, educators, and social media platforms to work together to raise awareness about the issue and promote strategies for coping with cyberbullying. This may include implementing stronger policies and regulations to address cyberbullying, providing support and resources for victims, and fostering a culture of respect and empathy online.

Future research should focus on understanding the specific experiences and perspectives of Egyptian youth regarding Instagram cyberbullying, as well as exploring intervention strategies to mitigate its negative effects. By addressing cyberbullying effectively, we can create safer and healthier online environments for young people, promoting their overall well-being and mental health.

Recommendation

The next researcher who will use this study as a reference must gather more information on the selected age group which in our case are the youth and how they react with Instagram. The researcher may need to talk to a therapist to ask about the estimated numbers or cases who suffered and still suffer from depression because of cyberbullying. The researcher may research Instagram policies and regulations especially when it comes to rules regarding bullying and how they handle those cases. The researcher needs to look up the awareness campaigns done to raise awareness to this topic and assist how much it affects teenagers.

Limitations

Some of the limitations faced is that the course was taken during the summer so the duration of the course is not the same as taking the course in the regular semester. Finding and gathering respondents for the survey was hard and a restriction for the last phase. Not all the respondents understood the topic or answered accurately. Working on two courses and two projects at the same time made the concentration on this paper 70% not a 100%.

Future studies

For future studies it is recommend to give the research more time and concentration, putting a plan to raise awareness alongside the research, researching the population and sample more to specify the characteristics of the targeted group and how to reach and understand them and picking a bigger variety of choices for the survey. The researcher will need to work on the missing points in this paper.

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Egyptian women's usage of social media and its effect on feminism



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Introduction

“Social media is defined as a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan and Haenlein, 2010, p. 61). According to Romero, et.al (2011), the explosive growth of Social Media has provided millions of people the opportunity to create and share content on a scale barely imaginable a few years ago. Due to the enormous participation by people on social media networks; millions of opinions, product reviews, and news are resulted and posted on daily basis on social media platforms such as *Facebook*. *Facebook* has always been a platform where people express their views, share their photos and memories, and debate over controversial issues; alongside other uses which are shopping, businesses, and many more uses. The development of technology has made social media websites addictive to many people. It has become an essential part of a massive number of people’s lives to an extent that some studies show that some people totally replaced their offline life with their online ones. Some claim it is easier to be whoever you want to be on Social media than to face reality and see judgement or disapproval from people in the offline world. People are using it for several reasons other than to just be updated and informed about the world and their friends/families.

Facebook is becoming more personalized nowadays. People choose what they want to show and hide the things they don’t in a customized way blocks some people from seeing certain posts. It also has become personalized by the people more than the technical staff that works in the company. People have created groups that gathers people with common interests. These groups are no longer led by the moderators or admins; they have become a comfort and trust zone where members share their experiences and ask for advice and opinions. There are countless number of groups that involve fashion, everyday tips, cooking tips, motherhood tips, fatherhood tips,

marriage tips, travelling tips, animal related groups and many more (Zywica, and Danowski, 2008).

According to Park, Kee and Valenzuela (2009), one of the common types are the female oriented *Facebook* groups. Some groups share very personal topics that they create it as “secret groups” that no one can find unless they are invited. These groups are private and only the admin can allow people to join. These groups are usually for females to share their experiences regarding their marriages or relationships and seek advice from others. Most of these groups succeed due to the anonymity of the sharers. A person who wants to share their experience and ask for advice usually sends the admin their problem, and the admin shares it in the group as an anonymous post. Accordingly, only the admin/s know the names and faces of the people and their problems regardless of the sensitivity or the privacy of the problem.

On a parallel note, women have been calling for equality and supporting feminism for a long time now. “Feminism is a social movement whose basic goal is equality between women and men. In many times and places in the past, people have insisted that women and men have similar capabilities and have tried to better the social position of all women, as well as the status of disadvantaged men. As an organized movement, modern feminism rose in the nineteenth century in Europe, America, and Japan in response to the great inequalities between the legal statuses of women and men citizens” (Lorber, 2010). People all over the world have been calling for equality between men and women for years now. People are calling for equality in terms of payment, status, job positions, political and social rights in addition to many more aspects. Gender inequality is not only measured in terms of what the society offers women, but also how men treat women. *Facebook* is a very suitable platform for these women to support their cause and express their views on what women deserve. In the simplest form, feminism is the call for equality,

however in reality, so many different definitions of feminism are interpreted (Lorber, 2010).

Some women are with feminism in its simplest form and call for equality, some women believe feminism should mean women having more rights than men since men have always been dominating all fields. More women believe feminism is equal pay and rights; however, men should still do extra for women in support of their femininity. Moreover, there are women who are completely against feminism as a concept, and there are those who believe the feminist movement nowadays are destroying the sacred concept of equality. These types of people and these kinds of topics are very much presented on social media especially on *Facebook*. People all around the world are debating this topic with various opinions and views. It has become very debatable that there are many campaigns both supporting and denying the cause, there are hashtags, movements, and celebrity endorsements regarding this topic (Munro, 2013).

Since this is an extremely debatable topic and almost everyone has an opinion on it, it is a big part of the discussion between women on the previously mentioned *Facebook* groups. Sometimes it is directly and strictly mentioned in comments, and sometimes it shows from the way women comment on other women's personal problems.

Linking the previous points together, the excessive use of *Facebook* and the popularity of these groups shows where women stand in the movement of feminism. It also shows how these women perceive and use *Facebook* and the related groups.

The concept of feminism has always faced several rejections for different reasons. One of the reasons is the fact that feminism contradicts certain cultures and traditions. One of the countries that is still struggling with feminism is Egypt. It is Muslim/conservative/masculine country where the concept of feminism is not welcomed by everyone. However, it is a highly debated topic among people of all

ages. There are several female oriented Egyptian *Facebook* groups where women share their experiences and ask for advice. Egyptian women are raised in a conservative country where most of their traditions are relatively strict compared to western countries (Yount, and Li, 2009). *Facebook* is a very famous platform that women use on daily basis. Many Egyptian women are enrolled in female only *Facebook* groups that allows them to discuss all sorts of topics. Most of these topics are male-female related topics. In a conservative country like Egypt, personal topics are not usually discussed in public; however, several women discuss their most personal problems online. The aim of this dissertation is to find out the reasons behind women's need to discuss these issues online, and whether or not it happens offline; in addition to understanding if these female-oriented *Facebook* groups help empower women and support equality and feminism.

Research Questions

1. How do Egyptian women present their opinions regarding female issues on *Facebook* groups?
2. How is feminism presented on *Facebook* groups by Egyptian women?
3. Do Egyptian women feel more empowered on *Facebook* or in real life?
4. To what extent does *Facebook* empower Egyptian women?
5. How do Egyptian women respond to other women's personal problems on *Facebook*?
6. To what extent do women support feminism and equality on *Facebook* groups?

Literature Review

This dissertation is one with several ideas. The four main points are women, women's usage of *Facebook* groups, the reasons behind the usage, and how it is all related to feminism. There are different theories that would help understand and explain the topic. Firstly, *social learning theory* is also used to describe a little more in depth what makes women have common opinions for examples on these groups. It explains how people learn by observing each other. In this dissertation, the research provided will discuss how and what women learn from each other. Secondly, *Uses and gratifications* theory is used to explain why people use the media and what benefits do they gain from it. It thoroughly explains women's usage of the female-oriented groups on *Facebook* and the different outcomes and results they get from it. It also explains the ways of communication that occurs in these groups. The third theory used in this dissertation is the spiral of silence. This theory briefly explains how people who share the minorities' opinion are less likely to express them. The Literature review is divided into more detailed sections such as *Facebook* and *Facebook* groups, Feminism and the empowerment of women; which will all be related to the previously mentioned theories. The previous topics are all applied in this research to the Egyptian society and Egyptian women.

Uses and gratifications Theory

Uses and gratifications theory that was developed by Elihu Katz and Jay Blumer in 1979 seeks to understand and explain the reasons behind people's choice of media usage. It aims to understand the relationship between people and how they use the media. The *Uses and gratifications* theory is a long complex theory; however, the main question is why do people use certain media platforms and what benefits do they get out of it. People use the media for various reasons and have different benefits achieved. The motives and reasons vary based on every individual's situation. *Uses*

and gratifications theory follows the same school of theories that suggest that individuals have power over the media usage, in contrary to theories that assume that people are passive consumers of the media. *Uses and gratifications* Theory explores how individuals deliberately seek out media to fulfill certain needs or goals such as entertainment, relaxation, or socializing, and many other goals (Blumler, 1979).

The *Uses and gratifications* theory is used to develop effective communications programs when used in the right manner. It explains the relationships people have with the media, and names individuals as active audiences. The audience choose the media to fulfill their own needs. These individuals may use the media for a variety of reasons including, but not limited to, entertainment, the desire to learn about world events, or to divert themselves from life problems (Oliver & Nabi, n.d.). Elihu Katz and Jay Blumler developed the *Uses and gratifications* theory in 1979 to react to the traditional mass communication research that focuses on the sender and the message rather than focusing on the audience (Oliver & Nabi, n.d.). The theory has been developing over the past 40 years accommodating the development and changes that occur to media platforms and communications. The *Uses and gratifications* theory is based on the idea that media audiences are active rather than passive, meaning they do not only receive information, but also unconsciously attempt to make sense of the message in their own context (Peirce, 2007). Some of the gratifications people get from using the media are cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension free needs. Instead of paying attention and focusing on media content, Blumler and Karz diverted their attention to the media audience. For decades, the Uses and Gratification (U & G) Theory has been the main theory of communication that explains what people do with the media. To many, the theory seems old. However, the emergence of social media breathes a new life into this aging theory (Musa, Azmi and Ismail, 2016).

“What mass communication scholars today refer to as the *uses and gratifications* (U&G) approach is generally recognized to be a sub-tradition of media effects research” (McQuail, 1994, p.86). “Early in the history of communications research, an approach was developed to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942)” (Cited in Ruggiero, 2000, p.4). Other media effects research sought to discover motives and selection patterns of audiences for the new mass media. Examples include Cantril and Allport (1935) on the radio audience; Waples, Berelson, and Bradshaw (1940) on reading; Herzog (1942) on quiz programs and the gratifications from radio daytime serials; Suchman (1942) on the motives for listening to serious music; Wolfe and Fiske (1949) on children’s interest in comics; Berelson (1949) on the functions of newspaper reading; and Lazarsfeld and Stanton (1942, 1944, 1949) on different media genres. Each of these studies formulated a list of functions served either by some specific content or by the medium itself: to match one’s wits against others, to get information and advice for daily living, to provide a framework for one’s day, to prepare oneself culturally for the demands of upward mobility, or to be reassured about the dignity and usefulness of one’s role. (Katz, Blumler, & Gurevitch, 1974) (Cited in Ruggiero, 2000, P.4).

The *Uses and gratifications* theory is applicable in the case of women’s usage of *Facebook* groups in Egypt, since it explains why women use social media and especially the female oriented groups on *Facebook*. One cannot generalize the reason why women use *Facebook*; however, it can be narrowed down to a number of reasons. Firstly, when discussing the uses; women use *Facebook* for entertainment, to be updated, to check on friends, for work (in different fields), and for communicating with the world. The gratifications they get from their usage of social media can be entertainment, feeling of involvement or fitting in, feeling good about themselves through compliments on their photos and posts, and in some cases, they benefit from the advice people give them. In the context of female oriented groups, especially in

Egypt, women might use it for advice about personal topics and romantic relationships. They might seek advice from other women on fashion, makeup, doctors, places to hangout, and many more tips. Some groups are mainly for sharing personal deep experiences and getting insights and advice from women who shared the same experience. Some groups allow a person to post anonymously however the comments are identified. The gratifications they would benefit from in this case is knowing there are others who went through the same situation and also getting good advice which might solve a crucial topic in an individual's life. These groups' gratifications are mostly intangible and sentimental benefits. In this case the main use of *Facebook* would be for advice and psychological benefits. Moreover, in the same case of the female oriented groups, the theory could be applicable if women use it to spread their opinions on important matters such as feminism. They might use these groups to advice women on what their rights are and how they should behave when it comes to abuse or all inequality of any sort. On a bigger scale, the usage of *Facebook* in this case is to spread ideologies which may or may not be helpful to others. Since these female oriented groups are almost like an open group discussion, there are several uses and several gratifications in one post or discussion. Therefore, this theory is important as it helped researchers to understand that there is more to a message than just the text. According to the statistics given by Park, Kee and Valenzuela in 2009, There are four needs for using *Facebook* groups; entertainment, socializing, self-status seeking, and information. People who are members of *Facebook* groups in order to satisfice socializing needs are mostly interested in getting to know and talk with people in addition to get support and sense of community. The entertainment gratification applies to people who use these *Facebook* groups for leisure and amusement needs. As for people who use *Facebook* groups for information or advice, they tend to learn similar topics to their interests and get information and details about questions they have. Some statistics show that a considerable number of people join these *Facebook* groups because of peer

pressure. If this case is applied to female groups in Egypt, some women might join these groups since they are very popular, and many people talk about them in the offline world. These groups help people fit in some societies where a large percentage are female group-members.

However, some criticized the *Uses and gratifications* theory as being individualistic. According to the researcher Ien Ang (1990), the theory is very individualistic as it gives people the idea of the psychology of a human being solely from the personal media use. Ang adds that the social context of the media use is not mentioned in the theory which makes it weak. Moreover, Ang states that the theory completely ignores the fact that some people use the media with no concerns with the pursuit of gratification or benefits of any sort. Ang also believed that this theory does not pay much attention to the media content which should be important as it represents the usage that the theory argues for. She also criticized the theory as it only tells why people use media, and that it does not explain the meanings people get out of the usage of the media (Ang, 1990).

Methodology

There are two main methodological approaches, qualitative and quantitative. Within the approaches, there are several methods. This dissertation is formulated in a qualitative research approach. The qualitative approach is a more exploratory research. It is mainly used to understand reasons, motivations, and opinions rather than counting numbers and statistics. It provides the researcher with more detailed information and insights that can later on be used for quantitative research. Qualitative research digs deep into the topics and gives detailed and sufficient explanations of how and why things happen (Kuper, A., Lingard, L., & Levinson, W., 2008). Qualitative research allows the researchers to collect in-depth data about their topic and relate them to ideas, hypotheses, and categorical definitions. According to Smith (1987, p.174), "In some approaches, one says that abstractions emerge from the data; in others, that a language is chosen and imposed on the data. In some approaches, the primary data are emic (i.e., expressed in the categories and meanings of the subject or "native")". Qualitative researchers study qualities or organizations and try to understand and justify them in a particular context. As Dabbs (1982, p.32) wrote, "Quality is the essential character or nature of something; quantity is the amount. Quality is the what; quantity is the how much. Qualitative refers to the meaning ... while quantitative assumes the meaning and refers to a measure of it". Qualitative research focuses on meanings, definitions, description, and deeper analysis rather than numbers and statistics. According to Smith (1978), what makes qualitative research different from other types of research is the idea that the specific historical, physical, material, and social environment where people interact and live has a great effect on how they think and behave. Qualitative researchers do not follow the idea of universal or generalizing concepts (Smith, 1987). The qualitative research does not count how many behave in a certain way; it rather understands why and how these people behave in this way. It takes place in contexts of human and institutional

purposes and it involves personal and interpersonal histories (Smith, 1987). Qualitative research is chosen for this topic because it aims to understand the reasons and motives behind women's engagement on social media, especially *Facebook*. It also aims to compare between women's engagement in real life versus *Facebook*, which does not involve any statistics or number, it rather focuses on giving explanations for their attitudes and behaviors. It is the better choice for this research as it is appropriate for the topic to do deeper research and understanding of women's behavior in a detailed format since it has the psychological aspect of analyzing beliefs and opinions rather than counting them.

Method of Data Collection

This research will involve two methods of data collection. The first method will be qualitative content analysis of women's comments and posts on personal and female related topics on *Facebook* groups. Content Analysis offers different advantages to the researches. Content Analysis gives direct attention to the communication through the media via texts, images, videos, audio, etc. Therefore, it focuses on the central aspect of social interaction. It also allows the researcher to study intimate and sensitive experiences of women which would be harder to obtain on individual face-to-face basis. It also helps to study how women interact together and try to come up with conclusions of how and why they choose *Facebook* groups as their comfort zone. The second method is the intensive interviews; and will help give more understanding of why they choose *Facebook* groups and what they think about sharing their experiences online. In-depth interviews are also helpful in this case as they help compare what women are comfortable expressing one-to-one in comparison to sharing anonymously online. Both methods combined will help the research by comparing the interviewees' answers with their engagement on *Facebook* to be able to come up with an objective conclusion as much as possible.

Sampling

The sampling technique will be non-probability sampling. According to (Etikan, 2016), non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. Non-probability sampling is not based on random selection of samples. Subjects or samples of non-probability sampling are mostly chosen for their accessibility or by the purposive and personal judgement of the researcher. The types of non-probability sampling are: convenience sampling, consecutive sampling, quota sampling, judgmental (purposive) sampling, and snowball sampling. Purposive sampling is chosen since this topic involves specific subjects that have to be chosen in a non-random manner (Etikan, 2016). The sampling technique is used for both in-depth interviews and content analysis. In the content analysis, *confessions of a married woman* is the female-oriented *Facebook* group chosen for this dissertation and analysis. This group is specifically chosen as it is firstly organized in terms of mentioning the age and relationship status of the women who post on it. Secondly, all posts are anonymous which creates a unified pattern in terms of analysis. The unit used is the anonymous posts by women on the group that are chosen on the basis of the categories decided by the researcher. The posts that were chosen were chosen based on the number of interaction and comments they receive since it provides in-depth material for analysis. It also shows what the women on this group are interested in the most. 15 posts were chosen from the group *confessions of a married woman*. The comments chosen for analysis are the comments on the selected posts. All comments on every post was analyzed to measure whether they are positive, negative, or neutral (further explanation in the analysis). The samples will be chosen for specific reasons; which are: gender, age, and activity on female-oriented *Facebook* groups; which makes purposive sampling the suitable technique

for the research. The sample chosen is: active women on female-oriented groups, aged from 20-50.

Regarding the interviews, the sample chosen are women aged from 20-50. Ten in-depth interviews were conducted with Egyptian women who are members of female-oriented *Facebook* groups, especially *confessions of a married woman*. The 10 interviewees were chosen based on their activity on *Facebook* and *Facebook* groups in addition to their age which is in line with the age group chosen for this dissertation. The interviews were conducted over *Facebook* messenger voice calls since the subjects are in Egypt, it was not possible to conduct face-to-face interviews. The reason for choosing the interviewees is because since they are familiar with the Egyptian female-oriented *Facebook* groups, they would provide great information and insights on why they think women post their problems on these groups, in addition to providing information on whether they post their own problems and questions or not.

Confessions of a married woman is a group that consists of almost 130,000 female members. It is a popular group in the Egyptian *Facebook* society especially among females. The group allows women to post their problem anonymously which gives them more freedom to discuss sensitive topics. Although there are similar groups on *Facebook*, this group was specifically chosen for different reasons. Firstly, the anonymous option helps women discuss their problems freely and into details which gives extra insight that is helpful to the research. Every post consists of 1. Age, 2. Relationship status, and 3. Years of being a relationship; which makes it more organized and helpful for the research. The group admin also allows a therapist or a specialist in most aspects of women's lives to do a live chat with the members to give advice on topics like marriage, sexual issues, psychological wellbeing, nutrition, and many others. This makes the group credible to many women therefore, the engagement in the group is very high. Since the engagement is very high, there are several women who are very active in this group which makes it easier for the

researcher to follow the pattern of their comments and deduce a specific behavior or pattern in commenting about their ideas.



Logo of the group's page on Instagram where women submit their confessions or questions.

In-depth Interviews

The in-depth interviews held for this dissertation were conducted with ten Egyptian women aged from 20-50, who are active/members of female oriented *Facebook* groups. The interviews were held on *Facebook* messenger voice calls since the interviewees are in Egypt. The interviews were moderated and structured by previously prepared questions. The interview guide was structured to understand the reasons why Egyptian women choose to engage on female-oriented groups regarding personal topics, also to understand if these groups empower women and help them achieve equality (feminism). *Confessions of a married woman* was the main group discussed in the interviews. Some questions were brought up within the interviews when different and new ideas came up, therefore, they were later added to the list of questions and analyzed with the rest of the interviewees. Not all interviews were identical, since some ideas that were brought up were not applicable to all interviewees. However, the main concept and theme were the same in all of them. The interviews held were average of 50-60 minutes. They were recorded and

transcribed for analysis. The interview analysis will complement the content analysis in terms of understanding and providing explanation for the reasons behind women sharing intimate topics on social media. It also allows comparison to be conducted between women's behavior on the previously mentioned female-oriented *Facebook* groups, and their behavior and opinions offline.

Interview questions:

1. Age
2. Marital status
3. How long have you been on *Facebook*?
4. How often do you use *Facebook*?
5. What kind of pages or groups do you follow the most? Why?
6. Are you a member of any female oriented *Facebook* groups?
7. Which ones, and why?
8. Do you usually comment on other people's posts or do you share your own experiences?
9. Which posts triggers you the most to comment on? Why?
10. What do you think is the trigger for you to share your experience and seek advice from women on these groups?
11. If a group can post your question or experience anonymously, to what extent would you share?
12. What is your response/reaction to posts about abused women?
13. How do you usually manage overcoming a bad day?
14. If a matter is very private and sensitive (ex: sexual problems), would you rather speak to a friend or seek advice anonymously on *Facebook*?
15. Did you ever follow an advice you were given on *Facebook*? If yes, would you please explain the nature of the problem?

16. If you ever did share your experience on a *Facebook* group, how did you feel about the comments?
17. What do you think of the concept of sharing very intimate topics on *Facebook*?
18. What do you think is the reason behind people sharing online rather than to their friends or families offline?
19. What do you think is the major problem that most women suffer from (in terms of the posts you've read)?
20. What is the thing you like the most about these female oriented groups? + What do you dislike?

1. In-depth interviews

Information about *Facebook* use were gathered prior to conducting the interviews in order to give proper and in depth ideas presented in the questions. Ten interviews were held with Egyptian women aged from 20 to 50. All ten interviewees are members of female-oriented groups on *Facebook*, especially *confessions of a married woman* which was shown to be one of the most famous *Facebook* groups among the female Egyptian society. All ten interviewees use *Facebook* on daily basis; 7 of the interviewees check *Facebook* at least once every hour, and 3 of them check *Facebook* once every 3-4 hours. The most common time spent using *Facebook* among the interviewees was at night. The following analysis of the interviews will be divided according to the topics presented in the questions.

Firstly, all interviewees followed *Facebook* groups like *miss basket*, *confessions of a married woman*, *girls love travel*, *the sisters*, and many other female-oriented groups. According to interviewee 1, 26 years-old, women who are not a member of at least one of these groups would be missing out on new

information and advice about products, places, relationship advice, and other benefits that arise from these groups.

Furthermore, it was common between the interviewees that the three most discussed topics in these groups are sexual problems, abuse, and cheating. Firstly, regarding sexual problems most of the interviewees mentioned that women choose posting their sexual issues online due to the pressure of the Egyptian society towards these topics. To elaborate more, the pressure in the society comes in forms of judgement as sex is a taboo in the Egyptian culture. According to interviewee 4, 24 years-old, “Talking about sex in Egypt does not lead to anything but judgement and misunderstanding”. It can be understood from the information collected from the interviews that the amount of times women discuss sexual topics on social media reflects the conservative culture they live in. Interviewee 1, mentioned that women tend to blame themselves most of the time when it comes to sexual questions. It appeared to be repetitive in the posts she read that even if women are asking basic sexual questions, they tend to guilt themselves for not knowing and think they might be the cause of the issues they have with their partners. This shows that there is a lack of sex education among women which leads them to place the guilt on themselves. When interviewees were asked to mention one thing they do not like about these female-oriented *Facebook* groups, interviewee 4 related what she dislikes with the sexual topics in these groups. She mentioned that she dislikes women’s comments about women who had sexual relationships before marriage. To quote, she said “I do not understand why women have to include religion and be tough on women who are obviously in need of support not judgement”. According to the interviewee, women and girls who have sexual relationships before marriage usually get comments that disregards their problems and focus on where their problem falls on the scale of religion, especially Islam. According to Interviewee 4, it is not helpful when a woman posts about having a sexual relationship prior to marriage and got pregnant and she does not know how to deal with it, and women disregard it and start blaming her for

not doing the right thing by her religion. This suggests that women can be very tough when it comes to sexual topics no matter what the extent is prior to marriage.

The second most discussed topic in these groups according to the interviewees, is abuse. Abuse is discussed in these groups in all forms (psychological, verbal, physical, and sexual). Firstly, all 10 interviewees responded to the question about what topics triggers them to react, saying abuse was the most triggering topic for them. Firstly, physical abuse was mostly mentioned by the interviews more than the other types of abuse. The interviewees agreed that there should not be an excuse for physical abuse and that comment most of the time saying the abused woman should leave immediately. However, interviewee 6 believes that physical abuse is a crucial topic that should not be discussed on social media with strangers because they do not know the full story so it would be hard to give realistic advice. She claims that only professional help would be helpful at this point. Furthermore, interviewee 3's opinion on the matter of physical abuse posts is that it is the most thing she dislikes about these groups because she believes that physically abused women should not still be asking what to do, they should leave their partners no matter what the consequences are. However, interviewee 4 had a different opinion which stated that even though abuse is inexcusable, the women commenting on the posts do not know the consequences that would happen if women left their partners. There was a contradiction in interviewee 4's answers regarding physical abuse. She began by claiming that abuse is inexcusable and that women should not settle for an abusive relationship, however when asked about what she thinks about women sharing their problems online and getting advice, the answer was different. She said that she knew a case of a woman whose husband was physically abusing her and when she posted on *Facebook* everyone told her to leave him and get a divorce. However, the woman did not get a divorce; she instead stayed for his money because she had kids to raise. Interviewee 4 said this was smart instead of the comments that would have led her to leave without any benefits. This contradicts the idea of empowerment and equality

the interviewee mentioned throughout the interview. This shows that there are exceptions when it comes to abuse. Moreover, more than half of interviewees mentioned that verbal abuse is a very common topic between woman. However, they believe that most women do not acknowledge that it is a type of abuse. Interviewee 5 said “It is very common to see posts about an issue where women mention within the text that their partners verbally abuse them but that is almost never the core of the issue they are discussing”. The 6 interviewees believe that verbal abuse is as hurtful and wrong as physical abuse, however, they still react and comment more on posts about physical abuse. The interviewees mentioned that the same thing applies to emotional abuse. It appears to be that women do not know that psychological or emotional abuse is a kind of abuse. When the topic of abuse was discussed with interviewee 1, the interviewee stated that part of the reasons why she does not want to be in a relationship, is reading about these posts on the groups. She mentions that reading about abused women as many times as she does, gives her the idea that all men are abusive and that having a romantic relationship leads to psychological and physical damages. She also added that it is widely mentioned in the comments about abuse that all men are abusive, which s another reason she believes marriage or being in a relationship is toxic.

The third most discussed topic in the interviews is cheating. Cheating can be either by the woman posting on the group or her partner. More than half of the interviewees said that they read many posts in the female-oriented groups about men cheating on their partners. They mentioned that the most repetitive posts they see is women who state that they knew their partners cheated on them before marriage, but they hoped they would change. Cheating is mostly mentioned after marriage, however the interviewees state that it is also sometimes mentioned prior to marriage. Interviewee 6 argued that women who knew their partners were cheating before marriage and still got involved with them are the reasons why most men cheat. “Forgiving adultery and thinking women can change men is the reason why cheating

men will never change”. Most of the interviewees had something in common which is interacting with posts about cheating. The interviewees mentioned that their comment is usually to leave their partner; however, they give compromise advice when there are far more severe consequences that would result from divorce or separation. Interviewee 2 believes that giving advice and commenting on problems like cheating are hard when there are kids involved. She believes that It is not healthy to advice someone about a huge topic like cheating when they have kids and more to the story than the post they shared. On the other hand, Interviewee 4 believes that it is not appropriate to advice women on major topics and that women’s comment are extremely annoying in her opinion. She believes the comments are destructive because she sees many “leave him” kind of comments which is not always suitable or appropriate for the situation. Moreover, some of the interviewees mentioned that topics about men cheating show a sexist part of the Egyptian women. The sexism appears in the comments when women neglect the fact that the person posting is being cheated on and start advising her to take care of her looks, lose weight, and have more sex with her partner. Interviewee 5 says that it is irrelevant, sexist, and hurtful to neglect a woman’s pain and start body shaming or blaming her for her partner’s adultery. Majority of the interviewees say that these groups show great amount of advice to women on how they should not communicate the fact that they know their partners are cheating and instead to check their phones behind their backs and stalk them. This unhealthy behavior created more struggle and puts the woman in a position of fault when she could have avoided it by communicating and trying to figure out the solution for the problem. Although some women do not encourage communication, interviewee 7 mentioned that most of the comments she reads supports women’s feelings and encourages them to live a healthier life. Finally, all the interviewees said that it is a common fact between Egyptian women that all men cheat and are not loyal. They even believe that women should start finding smart

solutions for the issue of cheating because it will eventually happen to everyone at some point.

Other than the main topics discussed with the interviewees, there are different other results from the conducted interviews. Most of the interviewees believe that women empower each other through the female-oriented *Facebook* groups. They believe that it can be considered a safe space for women since it is a less condemnatory environment than the offline world. More than half of the interviewees believe that women support each other when gathered in one place. It is mostly agreed on between most the interviewees that women empower each other through these groups. However, some of the interviewees believe that empowerment does not necessarily lead to equality. The interviewees believe that equality cannot be achieved unless it is between both men and women. It is argued that women cannot reach equality by themselves in closed groups where men are not allowed to be a part of it. Moreover, the interviewees added that women feel more empowered on social media than the offline world since many women choose discussing their problems online rather than with their friends.

Surprisingly, all interviewees mentioned that they are members of the female-oriented groups and that they support the idea as it gives women space and freedom; however, none of them said they would ever post their own problems. Most of the interviewees interact by commenting on other people's problems; however, they would never post their own. The interviewees also added that the anonymity might help them post only if it is a severe topic and cannot find a solution to. According to the interviews, women prefer sharing their problems offline with their friends and families, however, according to the *Facebook* group analysis, women prefer posting online to avoid judgement.

Conclusions

According to the findings and results presented above, it can be concluded that there is a clear contradiction between the results of interviews and the content analysis. Firstly, all the interviewees stated that they would not post on the female-oriented groups unless it is a highly sensitive topic that would get them into trouble if they discussed it with friends and family. However, the same interviewees all supported the idea of the female-oriented groups and stated that these groups empower women. Most of the interviewees also mentioned that there are some problems women should not post on social media because the advice they will get will probably be unrealistic, yet they also mentioned that it is important for women to share all kinds of topics on these groups to feel the support and to rectify the conservatism of the Egyptian society.

The link between the two analysis shows that it is firstly a common idea between Egyptian women that Egyptian men are cheaters and abusive. It is clear from the posts on the *Facebook* group *confessions of a married woman*, the comments on these posts, and the interviewees' answers on top. It can also be concluded that the fear of exposing one's issues is in fact a clear problem with the Egyptian society. The previous statement is because the interviewees said they would not post on social media, and they would not be comfortable sharing sensitive topics, and on the other hand, women who post on social media also mention how it is uncomfortable it is to express their thoughts and that the anonymity is the only reason they can.

Moreover, the most common reason among women in terms of both the interviews and the content analysis to why women choose to post on social media is the fear of judgements and the conservatism of the Egyptian society. It is a common answer that sensitive topics like sex or abuse are not popular to be spoken about with people in the offline world. Hence, women choose social media to express their feelings and seek advice. Another reason that was frequently mentioned in the

Facebook group is that some women choose to communicate on social media rather than communicating with their partners out of fear. These women fear abandonment, and in the case of mothers; fear of losing their children. According to the analysis, when mothers post their problems most of the comments they get are related to their children. Therefore, some women might continue to accept abuse because it is common to let it go if children are involved.

The topic of women empowerment among both the content analysis and the interviews showed similar results. Firstly, the content analysis showed that the number of the constructive and positive comments were a lot higher than the negative or the neutral ones. These positive comments showed how women support each other and stand against abuse or any harm against women. Similarly, the interviewees mentioned that these female-oriented groups are empowering for women especially in a society that does not give space to women to express themselves. In summary, both results showed compromise when women have children.

All in all, the result show that women are supportive of each other and the ones who prefer expressing their thoughts anonymously on social media do it because of the strict Egyptian society they live in. The results also show that women do empower each other, however, they do not necessarily help each other achieve equality and support Feminism. It is clear from the analyzed posts and the interviews that women empower each other without including men in the equation. Men get extreme negative comments and accusations and they are not parts of these groups for example to defend themselves. These groups show an image of a group of women joining each other to hate men. This cannot be considered equality; however, it still helps women speak up and start demanding their rights. Women can also be hard on each other when it comes to topics where religion is relevant. For example, the most discussed topic among women in these groups are sexual topics. Therefore, the comments about religion are frequently found in the situations of sexual topics.

The topic of this dissertation could be further analyzed through different aspects. More research could be done firstly on a bigger scale of people in order to get more in-depth and meaningful results. It could also add more meaning if the same people who posted on the *Facebook* groups are the ones who get interviewed. Furthermore, a quantitative survey could be used to determine how many Egyptian women are members of the female-oriented *Facebook* groups in order to relate the number of members to the number of posts on these groups. This would help to understand how many women use these *Facebook* groups for advice and to get information which will give determine the importance of these groups among Egyptian women nowadays.

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مجلة الإعلام والدراسات البيئية

هى مجلة علمية محكمة ربع سنوية تصدر عن كلية الإعلام جامعة أكتوبر للعلوم الحديثة والآداب MSA .
تتخصص المجلة فى دراسات الإعلام التقليدى والرقمى بجميع أقسامه والتي تشمل : الصحافة – الإذاعة
والتلفزيون – العلاقات العامة والإعلان وتتميز المجلة بنشر الدراسات البيئية التي تجمع بين مجال الإعلام
وغيره من المجالات الأخرى مثل : علم النفس- علم الاجتماع - علم السياسة - الاقتصاد - الذكاء الاصطناعى -
علوم الكمبيوتر - الصحة - والهندسة الفنية

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د. أليكسيس ويدون

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مجلة الإعلام والدراسات البيئية العدد الخامس

يسعد كلية الإعلام جامعة أكتوبر للعلوم الحديثة والآداب أن تقدم لكم العدد الخامس من مجلة "الإعلام والدراسات البيئية"؛ وهي دورية علمية محكمة ربع سنوية تنشر فيها البحوث باللغة الإنجليزية والعربية والفرنسية، ويُشرف عليها نخبة من أساتذة الإعلام. وتهتم المجلة بنشر الدراسات الإعلامية: التقليدية والرقمية بجميع تخصصاتها وتشمل: الصحافة، والإذاعة والتليفزيون، والاتصالات التسويقية المتكاملة؛ كما تتميز المجلة بنشر الدراسات البيئية التي تجمع بين مجال الإعلام وغيره من المجالات الأخرى مثل: علم النفس الإعلامي - علم الاجتماع الإعلامي- علم الاتصال السياسي- الإعلام والاقتصاد- الذكاء الاصطناعي واستخداماته في مجال: الإعلام التقليدي - الإعلام الصحي - الإعلام الرياضي - إدارة الأزمات - ما يُستجد بالنسبة للتخصصات البيئية التي تجمع بين الإعلام والتخصصات الأخرى. تنشر المجلة البحوث العلمية للسادة أعضاء هيئة التدريس، وملخصات الكتب، وبحوث معاوني هيئة التدريس كمتطلب للحصول على درجتَي الماجستير والدكتوراه.

وبين أيدي حضراتكم - اعزائي القراء - في مجال علوم الاتصال والاعلام العدد الخامس ويشمل أربعة أبحاث، باللغة الإنجليزية حيث يقدم لنا كلا من :

Dr. Rania El Sayed Shaaban: The effect of social media platforms on Youth Empowerment in Egypt, Advertising and Public Relations Lecturer at MSA University, Public Relation department.

Ms. Roba Ashraf Azzam: Egyptian women's usage of social media and its effect on feminism, Assistant lecturer, at MSA University, Public Relation department.

Ms. Ghadir Mohamed: Impact of Instagram on Online & In-store shopping experience for Egyptian ladies: A Survey study
A student paper accepted as preliminary manuscript supervised by:
Dr. Mary Y. Habib, Broadcasting Lecturer at MSA University.

Ms. Tasnim Naser Taha Ibrahim: The effect of Instagram posts` Cyberbullying on Passive aggression of Egyptian youth: Social Learning Theory
A student paper accepted as preliminary manuscript supervised by :
Dr. Mary Y. Habib, Broadcasting Lecturer at MSA University.



رئيس التحرير
أ.د أمانى فهمي

قواعد النشر

1. لا تقبل المجلة الأبحاث التي تم نشرها مسبقاً في مجلات علمية أخرى مصرية أو عربية أو دولية.
2. تقبل المجلة الأبحاث باللغتين العربية والإنجليزية فيما لا يزيد عن 40 - 30 صفحة ويتحمل الباحث تكلفة ما يزيد عن ذلك.
3. على الباحث الالتزام بأسلوب APA style في توثيق المراجع والاستشهادات سواء في متن البحث أو في قائمة المراجع.
4. يقدم الباحث ملخصاً باللغة العربية وآخر باللغة الانجليزية بواقع 250 كلمة لكل منهما.
5. تمتلك المجلة جميع حقوق النشر للأبحاث المقبولة.
6. تنشر الأبحاث بأسبقية قبولها للنشر.
7. تقدم المجلة إفادة بقبول النشر بناء على طلب الباحث.
8. لا يتم الافصاح عن شخصية الباحث للمحكم لضمان حيادية التحكيم.
9. في حالة رفض البحث المقدم يتم إعادة البحث إلى الباحث وإعادة رسوم النشر بعد خصم قيمة التحكيم.





كلية الإعلام

JMIS

مجلة الإعلام و الدراسات البينية

العدد ٥ - سبتمبر 2023

دورية علمية محكمة تصدر ربع سنوية

Print ISSN 2812-6270 Online ISSN 2812-6289

jmis@msa.edu.eg



تقاطع محور 26 يوليو مع
طريق الواحات ، مدينة 6 أكتوبر

