

ELECTRONIC NEWSPAPER AND PROPERTIES OF YOUTH SOCIAL  
ISSUES

MASTER DEGREE IN ART

DEPARTMENT OF SOCIOLOGY - MASS MEDIA SECTION

SUBMITTED BY

Fatma Nabil Mohamed Mahmoud El Sorougy

SUPERVISED BY

**PROF./AMAL ABD EL HAMED**  
PROFESSOR OF SOCIOLOGY  
FACULTY OF WOMEN  
AIN SHAMS UNIVERSITY

**PROF./MAHMOUD ALAM EL DEEN**  
PROFESSOR OF MASS-MEDIA  
FACULTY OF ART  
CAIRO UNIVERSITY

**DR/Aliaa Abd El Ail**  
PROFESSOR OF SOCIOLOGY  
FACULTY OF WOMEN  
AIN SHAMS UNIVERSITY

## **Introduction:**

The study seeks to identify the priorities of the electronic journals (the study sample) through the social issues exposed in a specific time of duration before and after the 25 January Revolution to identify the changes occurred in this period concerning the form and the content of these electronic journals.

Given that youth have been the fuel of this revolution, the social issues they are concerned about and lie on their priorities should be revealed and discussed to consider their consistency with electronic journals' priorities.

The present study drives at exploring the relationship between priorities of electronic journals' concerns and priorities of youth' concerns in the time duration before and after the 25 January Revolution.

## **Study Inquiries:**

*The study target could be formed in these following research questions:*

1. What are the geographical characteristics of youth viewing the e-newspapers?
2. What are the social cases may represent a priority for youth?
3. What are the social cases exposed in electronic newspapers (Ss)?
4. What is the journalistic form through which these issues are introduced in journals?
5. What are the interactive forms exist in e-journals (Ss)?

6. Do e-journals' priorities agree with youth priorities concerning social issues?

### **Study Hypotheses:**

1. There is a positive significant correlation between ordering priorities of mass communications means represented in electronic newspapers and ordering priorities of social causes among youth.
2. There are significant statistical differences between ordering priorities of social causes among youth and (sex-age-social status-education-job).

### **Study Methodological Procedures:**

#### **1. Study Type:**

This study belongs to the qualitative type of studies seeking to identify the social issues presented in e-newspapers, then classify, analyze, explain, and deduce results.

#### **2. Study Method:**

The study uses the media survey in two-fold levels:

- A. Content survey of media means: through using an analysis tool in the period from 1/9/2010 to 30/4/2011 for recognizing the published issues in newspapers and identify the traits of editing the published content (content/form) categories.
- B. The media audience survey: using a questionnaire form on a sample of youth for examining the general characteristics and the demographic

characteristics of e-journals' users for identifying the most important issues youth are concerned about during study time duration.

### **Study Sample:**

#### **1. The Study Analytical Sample:**

The study is administered on these online journals:

(Bawabat Masrawi – Boss & Toll Site- al-Bashayer Newspaper – Al-Youm El-Sabeh Newspaper). These sites are selected upon youth choices to consider their opinion about them.

#### **2. The Field Study Sample:**

The study is recruited on a purposive sample consistent of (300) items from university male/female youth aged (18-35) who read e-journals, in addition to youth who are working in various sectors. The questionnaire form is applied across the internet.

### **Study Results:**

#### **1. The Analytical Study Results:**

1. Political issues come on top of concerns of e-journals in the period (2010-2011) representing 34%, followed by the economic issues 13%, then finally the social ones 12%.
2. The news material (news-news report) is remarkably elevated and increasingly viewed to represent approximately 61% in return of 46% in 2011, whereas the opinion material has been 22% in 2010 in return

of 30% in 2011. In addition, the investigational material (investigation – dialogue) represented 17% in 2010 in return of 20% in 2011.

3. Regarding the resources that the studied newspaper counts on to handle issues, these resources are diverse including private resources concerning the journalistic material, others are concerning the newspaper itself. The private resources of the journal include the journalistic editor in the first rank, having third of the information the newspapers count on to monitor external reactions towards current conditions in Egypt. The use of these electronic journals has remarkably increased after the revolution. In addition, the audience comes in the second rank as a source of information.
4. The researcher has noticed the unconcern of newspapers in the face book as a source for obtaining the journalistic material before the revolution except for few cases. Nevertheless, during and after the revolution, all newspapers have become eventually concerned in Facebook, discovering its importance for youth, that every governmental institution has established its own page on Facebook such for instance the higher council for armed forces.
5. Regarding the journalistic material resources of 2010, the governmental institutions come first representing 18%, then the writers 12%, then the juristic institutions 11.5%, and the audience, professionals, experts, and formal speaker, and finally the unknown resources. In 2011, the juristic institutions come on top representing 18% for following up cases sessions 18% then the juristic institutions 14%, then the writers 12%, then the governmental institutions 22% followed by, then the famous people, audience, professionals, and experts, and finally the formal speaker.

## **2. The Field Study Results:**

- A. The reason for reading electronic journals by youth is that they provide youth with the most important and newest news immediately and in continuous updating which represents about 70%, followed by discussing the topics that attract youth interests 36.5%, then the availability of the hypertext 36%, the multimedia 31%, and finally the potentiality of having the chance for participation and interactivity.
- B. Youth prefer e-newspapers to other means for their easy access and navigation to the journal since 14.8% of youth prefer easy means for obtaining information. Documenting news with voice and picture of the incident comes in the second rank for preferring e-journals representing 12.3%; followed by immediateness in releasing news and updating the content permanently, followed by objectiveness and neutralism in tackling with subjects and issues representing 11.5%.
- C. 86% of the study sample agree that e-newspapers is a means for identifying the current incidents for their immediateness and updating of news rather than the paper newspapers.
- D. Political issues come in top of issues attracting youth concerns followed by social issues, then corruption issues, and economic issues in addition to the educational issues and finally the health issues.
- E. Live transportation from incidents' location considers one of the first factors affecting youth attraction to electronic journals representing 61% followed by the exposed materials for discussion 38%, then the availability to writing comments on the published material 37%, then

the published video shots, and finally the expressive pictures in the last rank.

F. Writing comments on journalistic material considers one of the most interactive forms the study sample is participating in, followed by viewing points of view about the discussed issues.

G. The news is one of the most common followed up forms of press revue as youth prefer to view newspapers to identify the new incidents, accidents, and news.

H. The majority of the study sample answers come to show that multiple connectors set by the newspaper is one of the most critical obstacles meeting interaction between the journal and the readers, causing loss of concentration of 46% of readers (repetition).