



Faculty of Mass Communication



Students of Pharos University in Alexandria's use of social networking and its relationship to self-concept: A field study

➤ **Participated Students**

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➤ **Project Summary:**

The study aimed to monitor the intensity of social media use by Pharos University students in Alexandria, their motivations for using social media, the resulting effects (cognitive, emotional, and behavioral), and its relationship to their self-concept. It also aimed to identify the impact of each of the following factors: (the motivations for Egyptian youth's use of social media, the level of engagement of Egyptian youth while using social media, Egyptian youth's confidence in the authenticity of social media content, and demographic variables of Egyptian youth) on this relationship. The researchers relied on the survey method, which is considered one of the most appropriate scientific methods for the descriptive studies to which this study belongs. The study was applied to a stratified random sample of Pharos University students, consisting of 419 individuals, according to an equal distribution method representing theoretical and practical faculties. An electronic questionnaire was used, and it was



administered through direct interviews with the assistance of second-year students at the Faculty of Media and Communication Arts at Pharos University, from May 5 to May 15, 2024.

The study concluded that: Self-concept among Pharos University students was average at the top with a score of about 98.3%, followed by those with a high sense of self with a rate of 1.7%, indicating that the sample individuals' self-concept is positive. 99.3% of the university students (study sample) use social media networks, 73.7% of whom use them constantly, while 22% use them sometimes, 3.6% use them rarely, and 0.7% do not use them. These results reflect the importance of social media networks. Regarding the study sample's preference for social media networks, the use of (Instagram and WhatsApp) came first with a rate of 84.6%, followed closely by Facebook 84.4%, then Snapchat 71.4%, then YouTube 65.4%, then Telegram 60.8%, and in last place came the (x) .platform formerly Twitter