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Media treatment of Egyptian crises via YouTube and Trends of College youth towards it

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Abstract

YouTube is one of the most important manifestations of modern technology on the Internet that has pushed the world into a new era of interactivity, human communication, freedom of opinion and expression, and competition from traditional media that could not keep pace with developments of the new media that gave great flexibility to communication and supported role of the recipient to become a recipient and a producer, And sent at the same time without restriction, or censorship, and according to the criteria that it chooses and specifies.

YouTube is one of the most important social networking sites, and one of the largest sites for hosting personally produced video files in the world, and it has gained great popularity and very fast as it is the latest qualitative shift in the richness of visual media with a two-way connection.

The importance of the new media when facing crises such as (Renaissance Dam crisis - Coronavirus crisis - price hike crisis) is also reflected by increasing reliance of the public on it, as one of the new effective tools in knowing the details of that crisis as it represents the main source of information about the crisis for the public and also in shaping His trends towards it, and how to manage it through media handling of crises.

In general, continuous rise in the number and quality of crises and the technical development of new media in light of the information and communication revolutions and the dissemination and circulation of information in a way that makes it difficult to conceal information from media men and interest groups pushes towards increasing interest in crisis media research through new media, including YouTube.

Problem of the study crystallized by dealing with new media tools, including the YouTube Crisis website, as it collects many different video clips from multiple ideas and trends. TV channels have rushed to create their own channels on YouTube, and the regular audience publishes what they like about clips about a crisis of crises. These clips are useful when dealing with the crisis, or their purpose is to spread rumors in order to confuse the audience.

The researcher also found, through an analytical survey of videos related to the Egyptian crises, that the crises of (Renaissance Dam - Corona virus - price hikes) are highly viewed through the site.

Consequently, the study problem crystallized in the following main question: What is media treatment of the Egyptian crises on YouTube? What are the university youth trends towards it?

Keywords: Media Treatment – crises – YouTube – Trends of College youth.