




Abstracts of Arabic Researches:

- *Associate Prof. Dr. Ahmed Alzahrani - King Abdul-Aziz University*
Associate Prof. Dr. Rrdwan Dragi Mohamad Slamene - King Abdul-Aziz University
Media Coverage of Vision 2030 in Saudi Press: An Analytical Study of Okaz Newspaper 7
- *Associate Prof. Dr. Abdel-Khalik Ibrahim Abdel-Khalik Zakzouk - Menofia University*
Paper and Electronic Newspapers Treatment of Phenomenon of Kidnapping of Children in Egypt: A comparative Analytical Study 8
- *Dr. Lobna Masoud Abd El-Azem Salem - Sinai University*
Media treatment of Egyptian crises via YouTube and Trends of College youth towards it 9
- *Dr. Hanan Kamel Hanafi Marei - Kafr El-Sheikh University*
Impact of the Interactive and Static Infographic on Social Media in Awareness University Youth about Symptoms of the Emerging COVID -19 and ways of Prevention 11
- *Dr. Heba Mostafa Hassan Mostafa - Port said University*
Communication Roles of Adolescents through Social Media during The Corona Pandemic and its Relationship to their Level of Anxiety: Within framework of theory of richness of the media 12
- *Dr. Ahmed Muhammad Qerran Al-Zahrani - King Abdul-Aziz University*
Motives for Saudi University Students' Use of Digital Media and its Gratification: A Survey Study 13
- *Dr. Ahmed Metwaly Abdel Rahim Ammar - Ain Shams University*
Role of YouTube in Developing Teenagers' Awareness of Cybersecurity 15
- *Dr. Yasmin Mohamed Ibrahim Elsayed - Beni Suef University*
Dr. Menna Allah Kamal Moussa Diab - Beni Suef University
Impacts of the insatiable watch of Netflix Platform on the Moral Construction of the Egyptian Community:
Applied study in light of the Value Determinism Theory 16

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Motives for Saudi University Students' Use of Digital Media and its Gratification: A Survey Study

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Abstract

The digital media is one of the most important means of information that university students use in their daily lives, whether in the field of study or in the process of communicating with others, knowing news, events and obtaining information, as it is easy to use and accessible to all at the lowest cost. This study sought to know the motives for the use of the Saudi universities' students of the digital media and the repletion that have been achieved, where I reached a number of results, among the most prominent among them is that the paper journalism did not have a presence in the opinion of the study sample and was not among the uses of university students, where the result (8.5%). This result indicates the loss of the paper journalism to the most important segment of its readers is the universities' students. The Facebook ranked last in their preferences in the digital media, it is the opposite in previous studies in some Arab countries that have found that college students prefer Facebook more than other social media.

I concluded that the digital media meets their needs and that the most important repletion achieved for them is that they made them more educated and with 81% of the sample population, and that it introduced them to various events and issues, and allowed them to acquire new skills that would benefit them in their studies. The most positive advantages were the ease of obtaining information, with a large percentage of 84.4%, and 82.6% felt that its most significant disadvantage is spreading rumors, spreading extremist ideas and imaginary information, and wasting time and spreading racism and leads to laziness.

This study found a correlation statistically significant between the intensity of universities' students use of the digital media and between Twitter, WhatsApp, Snap Chat and Blogs; And the presence of a statistically significant correlation between the motivations of universities' students using the digital media and the repletion obtained from them, also the absence of a statistically significant correlation between the universities' students use of the digital media and scientific disciplines, and the presence of statistically significant differences between the ritual motives for the use of the digital media and scientific disciplines, regarding the repletion, the study revealed the absence of a correlation of statistically significant between universities' students use of the digital media and the type of respondents.

This study belongs to the field descriptive research which is interested in the phenomenon's by describe and analyze them. It relies on audience study to reach reliable and accurate results. The study was applied to a simple random sample of its quantity. By 390 students from King Abdulaziz University.

Keywords: Digital Media – Motives – Uses and Gratification.