



Public Relations & Advertising Campaigns

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Degree of the Youth Audience's Interaction with Environmental Awareness Campaigns on Social Networks

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Abstract

This study aimed to identify the degree of the Saudi youths exposure to environmental issues, including the awareness campaigns on digital platforms. Such goal was sought in light of the theory of social marketing, cultivation theory, in addition to the theory of uses and gratifications. Both qualitative and quantitative approaches were used in answering the theoretical and the field respectively. Initially and based on what was included in the field questions, the author observed and monitored the nature of the environmental awareness activity carried out by the concerned authorities on social networks in order to build the questionnaire to collect information, from 429 respondents, male and female students of King Abdulaziz University. They were selected according to the stratified random sampling method.

The study reached a number of results, most notably: that students with scientific majors were more exposed to environmental issues by (56.2%). And that the main motive for the study samples to use social networks is “entertainment” in the first place. While the statistical tests concluded that there were no statistically significant differences attributable to the sex variable with regard to the amount of environmental exposure to social networks, as well as to the “motives of the sample members’ use of such networks”, the study found that the average of “negative exposure” (who are not keen on the environmental subjects) was greater than the average of 'active exposure' (subjects who were self-interested in following up on these subjects). As for measuring the dimensions of the impact of environmental topics on the sample members, it was found that the cognitive and emotional dimensions carry a greater degree than the behavioral dimension.

Keywords: Awareness Campaigns, Environmental Campaigns, Environmental Awareness Campaigns, Social Networks, Social Marketing Theory, Cultural Implantation Theory, Uses and Gratification Theory.