

**Abstracts of Arabic Researches:**

- *Associate Prof. Dr. Soad Mohamed Mohamed Elmasry - Kafer El Sheikh University*
Horror Films and their Impact on the Aggressive Behavior of Children from 9-12 years old: A field study 17
- *Dr. Neam Mohy El Din Abdel Ghafar Ahmed - Canadian Higher Institute of Modern Media Technology*
The Relationship between Organizational Leadership Styles and Organizational Change Management Communication: A field study on mobile companies operating in Egypt 18
- *Dr. Essa Saleh Alkathiri - King Abdulaziz University*
Evaluating Effectiveness of Website as a Public Relations Communication Tool Evidence from Saudi Arabia Ministries Websites 20
- *Hala Hamdy Ghoraba - Al-Jazeera Higher Institute for Media and Communication Sciences*
Journalists' Awareness of Occupational Safety and Digital Security Standards, and their Application 21
- *Dr. Hadeel bint Ali bin Saleh Al-Yahya - Imam Muhammad Bin Saud Islamic University*
Factors Influencing Public Relations Practitioners' Acceptance and Use of Digital Applications: A Field Study Based on the Unified Theory of Technology Acceptance and Use (UTAUT) 23
- *Dr. Samr Ibrahim Osman - Port Said University*
Young People's Perception of Impact of the Content Presented through the Accounts of Influencers on Social Media Sites and its Relationship to their Social Perceptions: A Field Study in the Light of the Theories of the Influence of the Third Person and the Perceived Reality 24
- *Dr. Hanan Abdullah abd elsamed - Mansoura University*
Semiotics Analysis of Domestic Violence Cartoons on Journalistic Websites: The youm7 Model 26
- *Fisal Helal Alhuzali - Umm Al-Qura University*
Saleh Abdulhafiz Bin Abdurhman Saeed - Umm Al-Qura University
The Role of Digital Public Relations in Strengthening Saudi Soft Power through the New Communication and Information Center of the Ministry of Foreign Affairs 27



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Young People's Perception of Impact of the Content Presented through the Accounts of Influencers on Social Media Sites and its Relationship to their Social Perceptions: A Field Study in the Light of the Theories of the Influence of the Third Person and the Perceived Reality

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Abstract

This study belongs to the descriptive studies, as it seeks to identify “the extent to which university youth perceive the impact of the content presented through the accounts of influencers on social networking sites on themselves and others and its relationship to their social perceptions”, using the media survey of the views of a sample of university youth aged (18-21) years, totaling (374) students from Port Said University. The study reached a number of results, the most important of which are:

- 1-The high level of exposure of university youth, their friends and others to the pages of influencers on social networking sites, where the percentage of young people themselves was 93.6%, while the level of exposure of friends from the respondents' point of view was 97.1%, while the level of exposure of others came from the respondents' point of view by 92.5% Compared to 7.5% who are not exposed at all.
- 2 -There is a direct correlation with statistical significance between the rate of exposure of young people to the accounts of influencers through social networking sites and their level of awareness of their social reality.
- 3-There are statistically significant differences in the level of youth awareness of the effects of the content provided by social media influencers on themselves, on the one hand, and on their friends, and on others, on the other hand.
- 4 -There is a direct correlation with a statistical significance between the level of motives of youth exposure to the accounts of influencers on social networking sites and the level of their awareness of their social reality.
- 5 -There is a direct correlation between the rates of exposure of young people to the content presented through the accounts of influencers on social

networking sites and the extent of their support for imposing censorship on it.

key words: The Impact of Influencers - Perceived Reality- Social Media Sites – Third Person Influence - University Youth.