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## **The Role of YouTube in Developing Media Activities among Educational Media Students: Field Study**

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### **Abstract**

Among the contents on YouTube are videos of media activities such as journalism, school radio, school theatre, debates and other media activities that receive a high viewership rate. Students of educational media come to these videos to learn from them and simulate various media activities, which are considered an important source for containing the energies and investment of the skills and talents of educational media students, and exploding energies in the right direction, because it works on developing media activities and employing free time that benefits them. YouTube is the window that many individuals have resorted to and through which they have achieved great success to communicate their creativity and communicate with the viewer, and it also provides educational media students with many training videos and educational in various types of media activities.

The study aimed to identify the role of YouTube in developing media activities among educational media students. The study was divided into: previous studies, the cognitive framework of the study, and the theoretical framework of the study. Then the field (applied) framework, which includes: The methodology and sample of the study: The researcher followed the survey methodology, through a sample survey of a number of educational media students through a deliberate sample of those who use YouTube, consisting of 400 individuals, whose ages range from 18-21 years, at the Faculty of Specific Education. in the universities of Cairo, Tanta and Kafr El-Sheikh. Study tools: The researcher relied on the questionnaire as a tool for collecting data and information. After that, the results of the questionnaire were analyzed and discussed. Some results were revealed, the most important of which are:

- 1 -There is a medium direct correlation between the exposure rate of educational media students to YouTube and the priorities of aspects of media richness for their media activities, where the value of ( $0.3 < R < 0.7$ ) was significant at the significance level of 0.01.
- 2- There are statistically significant differences between the mean scores of educational media students of both sexes (male and female) in the development of media activities in favor of females, where the values of (T) were significant at the level of 0.001.

**Keywords:** YouTube, Media Activities, Educational Media.