

**English Researches:**

- **Dr. Abeer Abdel Hamid Salem** - *MSA University*
Pandemic Communication and Media Dependency 7

Abstracts of Arabic Researches:

- **Associate Prof. Dr. Zakya Elnour Yousif Maki** - *Ahwan Mohamed Al-Asmari* - *King Faisal University*
Abeer Faysal Al-Ghamdi - *Sarah Abdullah Al Bin Hamad* - *King Faisal University*
Non-Profit Sector Organizations Employing Social Networking Sites to Spread the Culture of Public Taste: Saudi Association Account for Public Taste in (X) Platform as A Model 29
- **Associate Prof. Dr. Shimaa Ezz El Din Zaki Gomaa** - *Ain Shams University*
The Role of Social Media Users in Supporting the Boycott and Marketing of Alternative Egyptian Products After the War on Gaza 2023: An Applied Study Focusing on (X) "Formerly Twitter" 31
- **Associate Prof. Dr. Nermeen Aly Agwa** - *Cairo University*
Factors Affecting the Egyptian Public's Decision to Boycott Foreign Products According to Companies' Positions During the War in Gaza 32
- **Dr. Noha Mohamed Abdo Hashish** - *Al-Azhar University*
Analysis of the Speech of Egyptian Celebrities on Facebook Regarding the Repercussions of the Events of Al-Aqsa 2023 34
- **Dr. Hala Ghazally Mohamed Zahry** - *Mansoura University*
Attitudes of Educational Media Students towards Employing Digital Transformation Tools in the Field Training and its Relationship to Their Cognitive Richness: A Field Study 35
- **Dr. Doaa Hatem Mohammad Adam** - *Al-Azhar University*
The Utilization of Social Media Websites by Senior Citizens and its Correlation with their Level of Social Alienation 36
- **Saud Ghazi Ali Jeshei** - *King Abdulaziz University*
Communicative Dimensions and Media Messages in the Speeches and Dialogues of Prince Mohammed Bin Salman: An Analytical Study 37
- **Shaima H. Alluqmani** - *King Saud University*
The Competitive Identity of Saudi Arabia on X Platform: An Analytical Study of the content of the Ministry of Investment Account 38

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Non-Profit Sector Organizations Employing Social Networking Sites to Spread the Culture of Public Taste: Saudi Association Account for Public Taste in (X) Platform as A Model^(*)

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Abstract

The current study aimed to identify the extent to which non-profit sector organizations used social media sites to spread the culture of Public Taste and it aimed as well to recognize the method that the Saudi Association's account handled the Public Taste on the X platform (X) to disseminate the culture of Public Taste. The study used both the media survey curriculum using the identification tool to collect data from a sample consists of (100) individual followers of the Association's account on the X platform, and the analytical approach based on the content analysis form to analyze the tweets of the Association's account on the X platform during the period from 1-1-2023 until 31-03-2023. The most important results of the field study concluded that: 43.1% of the sample individuals who are exposed to the Saudi Association's account of Public Taste on the X platform are exposing to it (sometimes). It also became clear that the association was keen to spread the culture and concepts of Public Taste and adopt it as a way of life for all members of society, as the satisfaction achieved that refers to (Cognitive Mastery of the Culture of Public Taste) came at the forefront of the satisfactions achieved by the sample members from following the account. The contents of Public Taste in sports are among the contents that are most affected by the sample members who are exposed to the association's account on the X platform. It was also revealed that there is a positive relationship between the association's utilization of the X platform and spreading the culture of Public Taste among members of society. While the most important results of the analytical study concluded that awareness-raising topics are at the front of the topics addressed by the association's account on the X platform. Moral values also came at the front of the types of values included in the account which demonstrates the association's keenness to provide a series

^(*) The Paper was received on January 30, 2024, and accepted for publication on March 13, 2024.



of awareness messages that support the adoption of Public Taste values among members of society. It seeks to contribute to the transfer of moral, social and cultural values and principles from one generation to another.

Keywords: Social Networking Sites, Non-Profit Sector, Public Taste.