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# **Attitudes of Educational Media Students towards Employing Digital Transformation Tools in the Field Training and its Relationship to their Cognitive Richness: A Field Study<sup>(\*)</sup>**

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## **Abstract**

The current study aims to identify the attitudes of educational media students towards employing digital transformation tools in producing media content during their field training period and its reflection on the Cognitive Richness they have. To achieve this, the study was descriptive, based on the survey method in its field part, to survey a sample of educational media students consisting of (495) Single, relying on the electronic questionnaire tool as a tool for collecting data.

The study concluded that there is a correlation between the media students' tendency towards using digital transformation tools and their Cognitive Richness. There is a correlation between the motivations for educational media students' use of digital transformation tools in their field training, and their level of awareness of digital transformation tools on a scale of the tendency towards employing digital transformation tools. It also demonstrated the relationship between the motivations for educational media students' use of digital transformation tools in their field training, and their level of awareness of digital transformation tools.

**Keywords:** Attitudes, Educational Media Students, Digital Transformation Tools, Field Training, Cognitive Richness.

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<sup>(\*)</sup> The Paper was received on January 05, 2023, and accepted for publication on March 20, 2024.