

# مركز جيل البحث العلمي

مجلة جيل العلوم الإنسانية والاجتماعية



مجلة علمية دولية محكمة تصدر شهريا عن مركز جيل البحث العلمي

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### التعريف بالمجلة:

مجلة علمية دولية محكمة ومفهرسة عالميا تصدر شهريا عن مركز جيل البحث العلمي تعنى بالدراسات الإنسانية والاجتماعية، بإشراف هيئة تحرير مشكلة من أساتذة وباحثين وهيئة علمية تتألف من نخبة من الباحثين وهيئة تحكيم تتشكل دوريا في كل عدد.

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مجلة جيل العلوم الإنسانية والاجتماعية عبارة عن مجلة متعددة التخصصات، تستهدف نشر المقالات ذات القيمة العلمية العالية في مختلف مجالات العلوم الإنسانية والاجتماعية.

تعرض المجلة جميع مقالاتها للعموم عبر مواقع مركز جيل البحث العلمي، بهدف المساهمة في إثراء موضوعات البحث العلمي.

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تنشر مجلة جيل العلوم الإنسانية والاجتماعية البحوث العلمية الأصيلة للباحثين في هذه التخصصات كافة مكتوبة باللغة العربية أو الفرنسية أو الإنجليزية.

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# شروط النشر



تقبل المجلة الأبحاث والمقالات التي تلتزم الموضوعية والمنهجية، وتتوافر فيها الأصالة العلمية والدقة والجدية وتحترم قواعد النشر التالية :

- أن يكون البحث المقدم ضمن الموضوعات التي تعنى المجلة بنشرها.
- ألا يكون البحث قد نشر أو قدم للنشر لأي مجلة، أو مؤتمر في الوقت نفسه، ويتحمل الباحث كامل المسؤولية في حال اكتشاف بأن مساهمته منشورة أو معروضة للنشر.
- أن تحتوي الصفحة الأولى من البحث على:
  - عنوان البحث باللغة العربية والإنجليزية.
  - اسم الباحث ودرجته العلمية، والجامعة التي ينتمي إليها، باللغة العربية والإنجليزية.
  - البريد الإلكتروني للباحث.
  - ملخص للدراسة في حدود 150 كلمة وبحجم خط 12، باللغة العربية والإنجليزية.
  - الكلمات المفتاحية بعد الملخص.
- أن تكون البحوث المقدمة بإحدى اللغات التالية: العربية، الفرنسية والإنجليزية.
- أن لا يزيد عدد صفحات البحث على (20) صفحة بما في ذلك الأشكال والرسومات والمراجع والجداول والملاحق.
- أن يكون البحث خالياً من الأخطاء اللغوية والنحوية والإملائية.
- أن يلتزم الباحث بالخطوط وأحجامها على النحو الآتي:
  - اللغة العربية: نوع الخط (Traditional Arabic) وحجم الخط (16) في المتن، وفي الهامش نفس الخط مع حجم (12).
  - اللغة الأجنبية: نوع الخط (Times New Roman) وحجم الخط (14) في المتن، وفي الهامش نفس الخط مع حجم (10).
  - تكتب العناوين الرئيسية والفرعية للفقرات بحجم 16 نقطة مثلها مثل النص الرئيسي لكن مع تضخيم الخط.
- أن تكتب الحواشي بشكل نظامي حسب شروط برنامج Microsoft Word في نهاية كل صفحة.
- أن يرفق صاحب البحث تعريفا مختصرا بنفسه ونشاطه العلمي والثقافي.
- عند إرسال الباحث لمشاركته عبر البريد الإلكتروني، سيستقبل مباشرة رسالة إشعار بذلك .
- تخضع كل الأبحاث المقدمة للمجلة للقراءة والتحكيم من قبل لجنة مختصة ويلقى البحث القبول النهائي بعد أن يجري الباحث التعديلات التي يطلبها المحكمون.
- لا تلتزم المجلة بنشر كل ما يرسل إليها .

**ترسل المساهمات بصيغة الكترونية حصراً على عنوان المجلة :**

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## الافتتاحية

الحمد لله الذي علم الإنسان ما لم يعلم، والصلاة والسلام على سيدنا محمد، وعلى آله وصحبه أجمعين. يسرّ مجلة جيل العلوم الإنسانية والاجتماعية أن تقدم للقراء الكرام عددها الخامس عشر بعد المائة، الذي يضم مجموعة من الأبحاث المتنوعة التي تتناول قضايا اجتماعية وإعلامية معاصرة، تعكس التحديات والتحوّلات التي يشهدها العالم اليوم.

يفتح هذا العدد بدراسة تسلط الضوء على مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والإنترنت، حيث يناقش البحث أبعاد هذه الظاهرة وتأثيراتها السلبية، بالإضافة إلى استراتيجيات التوعية والحماية منها.

كما يضم العدد مجموعة من المقالات باللغة الإنجليزية التي تستعرض قضايا إعلامية ومجتمعية مختلفة، من بينها دراسة تناقش دور الإعلام الرياضي في تشكيل سلوك الجمهور الرياضي، مع التركيز على ظاهرة التعصب، حيث يتم تحليل تأثير المحتوى الإعلامي الرياضي على الرأي العام، وانعكاساته على التفاعل الاجتماعي.

وفي سياق التحوّلات الرقمية، يتناول أحد الأبحاث العلاقة بين التحول الرقمي والممارسات الاتصالية، وتأثيرها الاجتماعي والقانوني، حيث يتم تسليط الضوء على التحديات والفرص التي يطرحها العصر الرقمي في مجال الاتصال.

كما يتناول عدد آخر من الدراسات الإشكاليات المرتبطة بمكافحة الأخبار الزائفة في الإعلام الرقمي، من خلال تحليل التحديات التي تواجه المؤسسات الإعلامية والمجتمعات في مواجهة انتشار المعلومات المضللة، والبحث في الآليات الفعالة للحد من تأثيرها.

وفي سياق آخر يناقش العدد كيفية تغطية وسائل الإعلام لقضية التغير المناخي، ومدى تأثير هذه التغطية على تشكيل الوعي البيئي وتوجيه السياسات المناخية على المستوى العالمي.

إن هذه الأبحاث، بما تحمله من رؤى وتحليلات، تساهم في إثراء النقاش العلمي حول قضايا محورية تؤثر في واقعنا المعاصر، نأمل أن يجد القارئ في هذا العدد مادة علمية مفيدة، ونشجع الباحثين على مواصلة جهودهم في تقديم دراسات تساهم في تطوير المعرفة الإنسانية والاجتماعية.

**والله من وراء القصد وهو يهدي السبيل،،،**  
**رئيس التحرير / د. جمال بلبكي**

**تخلي أسرة تحرير المجلة مسؤوليتها عن أي انتهاك لحقوق الملكية الفكرية  
لا تعبر الآراء الواردة في هذا العدد بالضرورة عن رأي إدارة المركز  
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مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت  
The Extent of Girls' of Tulkarm Awareness of Methods of Preventing Exposure to Electronic  
Blackmail via Social Networking Sites and the Internet

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**Abstract:**

This study seeks to identify the extent of awareness of Tulkarm girls of methods of prevention from exposure to electronic blackmail through social networking sites and the Internet. The researcher used the descriptive approach, and the study sample consisted of (230) girls over the age of 22 years. The researcher designed a questionnaire consisting of (22) paragraphs as a main tool for collecting information related to the study .

The study reached several results, the most important of which are: the general level of awareness of the girls regarding methods of preventing exposure to electronic blackmail via social networking sites and the Internet was very high, as the total score reached (89.51%), and the highest levels of awareness were expressed by the respondents with the phrase "I deal with virtual acquaintances on social networking sites with caution and extreme vigilance" at a rate of (95%), and the lowest phrase that received a rate of (84.80%) was "I avoid opening side conversations with people I do not know on social networking sites".

The results also indicated that there were significant differences between the standard deviations of the respondents' responses regarding their awareness according to the educational qualification variable. The level of awareness among girls with a diploma or bachelor's degree was higher than the level of awareness among those with a secondary school degree or less. The results also indicated that there were no significant differences between the standard deviations of the respondents' responses regarding their awareness according to the variables: marital status, and the number of hours spent browsing social media sites.

**Keywords:** Girls' awareness, prevention methods, cyberbullying.

## مستخلص:

تسعى هذه الدراسة إلى التعرف على مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت، وقد استخدم الباحث فيها المنهج الوصفي، وتكونت عينة الدراسة من (230) فتاة ممن تزيد أعمارهن عن 22 سنة، وقد صمم الباحث صحيفة للاستبيان تكونت من (22) فقرة، كأداة رئيسة لجمع المعلومات المتعلقة بالدراسة، وتوصلت الدراسة إلى عدة نتائج أهمها: أن المستوى العام لوعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت كان مرتفعاً جداً، حيث وصلت الدرجة الكلية إلى (89.51%)، وأن أعلى مستويات الوعي عبرت عنه المبحوثات بالعبارة "أتعامل بحذر ويقظة شديدة مع المعارف الافتراضيين على مواقع التواصل" بنسبة (95%) وأقل عبارة حصلت على نسبة (84.80%) وكانت "أتجنب فتح حوارات جانبية مع أفراد لا أعرفهم على مواقع التواصل الاجتماعي". وأشارت النتائج كذلك إلى وجود فروق جوهرية بين المتوسطات الحسابية لاستجابات المبحوثات فيما يتعلق بالوعي لديهن تبعاً لمتغير المؤهل العلمي، فمستوى الوعي لدى الفتيات من ذوي المؤهل العلمي دبلوم وبكالوريوس أعلى من مستوى الوعي لدى ذوات المؤهل العلمي ثانوية فأقل. كما أشارت النتائج إلى عدم وجود فروق جوهرية بين المتوسطات الحسابية لاستجابات المبحوثات فيما يتعلق بالوعي لديهن تبعاً لمتغيرات: الحالة الاجتماعية، وعدد ساعات تصفح مواقع التواصل الاجتماعي.

الكلمات المفتاحية: وعي الفتيات، أساليب الوقاية، الابتزاز الإلكتروني.

## مقدمة:

يشهد العالم اليوم تقدماً كبيراً في مجال تكنولوجيا المعلومات، وشبكة الأنترنت وتطبيقاتها المتقدمة، التي سهلت الحياة اليومية للأفراد في شتى بقاع الأرض، إلا أن هذا التقدم خلق أشكالاً من التجاوزات والانحرافات لم تكن موجودة في السابق، فلم تعد الجريمة تمارس بشكلها الجاهي كالسابق، وإنما تغيرت وأصبحت تستهدف المعلومات الخاصة بالأفراد والجماعات عن بعد، وأصبح باستطاعة المجرم أن ينفذ جريمته من أي مكان في العالم، مما يصعب اقتفاء أثره، وهذا أحدث قلقاً للمجتمعات وتهديداً لأمنها واستقرارها.

يعتبر الابتزاز الإلكتروني أحد الجرائم الأخلاقية المنشورة عبر العالم في السنوات الأخيرة؛ وقد أصبح يمثل تهديداً خطيراً للمجتمعات بمكوناتها المختلفة، لا سيما النساء، فالفتيات والبنات الصغيرات هن أكثر الفئات استهدافاً من قبل عصابات الابتزاز. وتزداد خطورة الابتزاز عندما يتم من خلال وسائل إلكترونية يصعب على أي

فرد طمس آثارها، أو تحديد الأفراد الذين تمكنوا من الاطلاع على محتواها، فتبدأ التهديدات بالكشف والتشهير بالمعلومات والصور أو الوثائق التي تم الحصول عليها إن لم يستجيب الضحية لمطالب المبتز.

العديد من الفتيات يتعرضن يوميا لجريمة الابتزاز الإلكتروني، والعديد العديد منهن يتساءلن عن طبيعة هذه الجريمة الجديدة خوفا من حدوثها معهن، ولكي يكون وعيا بأساليب الوقاية من آفة الابتزاز الإلكتروني، كي لا يصبحن ضحايا وليحافظن على سمعتهم في مجتمعهن.

### مشكلة الدراسة:

تعتبر ظاهرة الابتزاز الإلكتروني من الظواهر الجديدة نسبياً في المجتمع الفلسطيني، حيث أنها لم تظهر إلا بظهور وتوسع شبكة الأنترنت، ومع ظهور وسائل الاتصال المختلفة تزايدت هذه الظاهرة وأصبحت تشكل خطراً على كافة فئات المجتمع، وتزداد خطورة هذا النوع من الجرائم في كونها تعد من الجرائم الممتدة التي قد يترتب عليها مشكلات وجرائم أخرى. ونظراً لخطورة الابتزاز الإلكتروني على مستخدمي مواقع التواصل الاجتماعي وخاصة الفتيات، وما يصاحبه من مشكلات وسلبيات على حياتهن الاجتماعية والأسرية، فلا بد من أساليب وقائية تحمي الضحية من براثن المبتز.

ونظراً لأهمية هذا الموضوع وحساسيته فقد جاءت هذه الدراسة لتجيب عن سؤاله الرئيس: ما مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت؟

وينبثق عن السؤال الرئيسي السؤال التالي:

هل توجد فروق إحصائية دالة في مستوى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت تبعاً لمتغيرات (الحالة الاجتماعية، المؤهل العلمي، وعدد ساعات تصفح مواقع التواصل الاجتماعي)؟

### أهمية الدراسة:

تكمن أهمية هذه الدراسة في ما يلي:

1. إثراء الجانب النظري بتناول موضوع في غاية الأهمية وهو ظاهرة "الابتزاز الإلكتروني" من خلال تسليط الضوء على مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني من قبل الآخرين.
2. ندرة الدراسات العلمية التي تناولت الموضوع في فلسطين، إذ إنه لا توجد دراسات في مجتمع البحث، حسب علم الباحث.

3. يُعنى بمشكلة تمس شريحة مهمة في المجتمع الفلسطيني، ألا وهي شريحة الفتيات.

#### أهداف الدراسة:

تهدف هذه الدراسة إلى:

1. معرفة مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت في محافظة طولكرم، من خلال تقديم وصف تحليلي لها.
2. معرفة دلالة الفروق الإحصائية في مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت تبعاً لمتغيرات (الحالة الاجتماعية، المؤهل العلمي، وعدد ساعات تصفح مواقع التواصل الاجتماعي).
3. تسهم نتائج هذه الدراسة في توعية الفتيات وتثقيفهن في كيفية التعامل مع مخاطر الابتزاز الإلكتروني، وذلك من خلال تنمية المهارات اللازمة، بالدرجة التي تجعلهن قادرات على حماية أنفسهن.
4. تقديم عدد من التوصيات ذات الصلة بالنتائج التي تم التوصل إليها بما يساهم في الحد من انتشار هذه الظاهرة بين الفتيات.

#### محددات الدراسة:

المكانية: محافظة طولكرم في فلسطين.

الزمانية: جمعت البيانات الخاصة بهذه الدراسة خلال شهر شباط من العام 2025.

البشرية: الفتيات من عمر 22 سنة فأكثر.

#### الدراسات السابقة:

دراسة (تبوك وقنديل، 2024)، بعنوان: "وعي طلبة الجامعة بظاهرة الابتزاز الإلكتروني وسبل مواجهتها من منظور طريقة خدمة الجماعة، اعتمدت الدراسة منهج المسح بالعينة، حيث أجريت على عينة عشوائية مكونة من (60) طالبا وطالبة من جامعة ظفر بسلطنة عُمان، ومن أهم النتائج التي توصلت لها الدراسة أن مستوى وعي طلبة الجامعة بظاهرة الابتزاز الإلكتروني ككل مرتفع، حيث بلغ المتوسط الحسابي (2.81)، ومن أهم توصيات الدراسة تشكيل فريق من جماعات الطلبة المتطوعين المهتمين بنشر الوعي حول ظاهرة الابتزاز الإلكتروني،

وتدريب أعضاء الفريق بشكل مكثف لتنظيم الحملات التوعوية داخل الجامعة باستخدام مختلف الوسائل، وتنظيم حملات توعية على منصات التواصل الاجتماعي للطلاب والمجتمع الجامعي حول ظاهرة الابتزاز الإلكتروني وكيفية الوقاية منها<sup>1</sup>.

دراسة (اللبان وزملائه، 2023)، بعنوان: "تعرض الشباب الجامعي للجرائم الإلكترونية عبر مواقع التواصل الاجتماعي ومستوى الوعي بخطورتها"، اعتمدت الدراسة منهج المسح بالعينة، حيث أجريت على عينة عشوائية مكونة من (400) مفردة من الشباب الجامعيين، استخدمت الاستبانة أداة لجمع البيانات، أهم النتائج التي توصلت لها الدراسة: (26.75%) من عينة الدراسة تعرضت للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي، ولا توجد علاقة ارتباطية ذات دلالة إحصائية بين معدل استخدام الشباب الجامعي لمواقع التواصل الاجتماعي والتعرض للابتزاز الإلكتروني، ولا توجد علاقة ارتباطية ذات دلالة إحصائية بين استجابات طلاب عينة الدراسة عن التعرض للابتزاز الإلكتروني تعزى لمتغير الجنس ومكان السكن، كما توجد فروق ذات دلالة إحصائية بين استجابات طلاب عينة الدراسة على مقياس الوعي بمخاطر الابتزاز الإلكتروني تعزى لمتغير الجنس<sup>2</sup>.

دراسة (حميد، 2023)، بعنوان: "الابتزاز الإلكتروني وعلاقته بالخصوصية لدى طلبة المرحلة الثانوية"، اعتمدت الدراسة المنهج الارتباطي الوصفي، حيث أجريت على عينة مكونة من (50) من طلبة المدارس الثانوية تم اختيارهم بطريقة عشوائية، حيث قامت الباحثة ببناء مقياس الابتزاز الإلكتروني المكون من (22) فقرة، ومقياس الخصوصية المكون من (20) فقرة. أهم النتائج وجود علاقة ارتباطية عكسية بين المتغيرين، أي كلما انخفض مستوى الخصوصية لدى طلبة المدارس الثانوية ارتفع مستوى الابتزاز الإلكتروني لديهم والعكس صحيح<sup>3</sup>.

دراسة (عبد الستار، 2023)، بعنوان: "تعرض الشباب لمواقع التواصل الاجتماعي وعلاقته بالوعي الثقافي لديهم"، استخدمت الباحثة المنهج الوصفي، وطبقت أدوات الدراسة على عينة قوامها (200) من شباب جامعة المنيا كلية التربية النوعية، وتمثلت أدوات الدراسة في (الاستبانة)، وتوصلت الدراسة إلى وجود علاقة ارتباطية طردية موجبة ذات دلالة إحصائية عند مستوى (0.001) بين درجة تعرض الشباب لمواقع التواصل الاجتماعي وعلاقتها بزيادة الوعي الثقافي لديهم، ووجود علاقة ارتباطية طردية دالة إحصائياً بين درجة تعرض الشباب لموقع

<sup>1</sup> علي تبوك ومحمد قنديل (2024)، "وعي طلبة الجامعة بظاهرة الابتزاز الإلكتروني وسبل مواجهتها من منظور طريقة خدمة الجماعة"، مجلة دراسات في الخدمة الاجتماعية، الجزء الثاني، العدد 66، 245-282.

<sup>2</sup> شريف اللبان وزملائه (2023)، "تعرض الشباب الجامعي للجرائم الإلكترونية عبر مواقع التواصل الاجتماعي ومستوى الوعي بخطورتها"، المجلة العلمية لكلية التربية النوعية- جامعة دمياط، العدد 8، 118-145.

<sup>3</sup> شهد صبيح حميد (2023). "الابتزاز الإلكتروني وعلاقته بالخصوصية لدى طلبة المرحلة الثانوية، المجلة العلمية للعلوم التربوية والصحة النفسية، العدد 1، المجلد 5، ص 171-204.

الفييس بوك واليوتيوب وزيادة الوعي الثقافي لديهم. ووجود علاقة ارتباطية طردية دالة إحصائياً بين درجة تعرض الشباب لموقع تويتر وزيادة الوعي الثقافي لديهم<sup>1</sup>.

دراسة (الرويس، 2020)، "الوعي الاجتماعي بظاهرة الابتزاز الإلكتروني لدى الأسرة في المجتمع السعودي: دراسة ميدانية للعوامل والآثار"، اعتمد الباحث المنهج الوصفي في إطار طريقة المسح الاجتماعي بالعينة، مستخدماً أداة الاستبانة، وتم اختيار عينة عمدية بالطريقة المتاحة بواقع (1134) مفردة من أولياء أمور أسر الطلاب في مراحل التعليم العام في منطقة الرياض، توصلت الدراسة إلى مجموعة من النتائج العلمية أهمها وجود إدراك متوسط بمفهوم "الابتزاز الإلكتروني وأشكاله، كما تبين وجود وعي متوسط بالآثار الاجتماعية المترتبة عليه، وكشفت التحليلات الإحصائية المتقدمة عدم جود فروق ذات دلالة إحصائية بين الذكور والإناث حول رؤيتهم للعوامل المؤدية لانتشار ظاهرة الابتزاز الإلكتروني، في حين أنه توجد فروق دالة إحصائياً بين الذكور والإناث حول رؤيتهم للآثار المدنية على انتشار ظاهرة الابتزاز الإلكتروني لصالح الإناث<sup>2</sup>.

دراسة (عليان وطه، 2018)، بعنوان: "التحرش الإلكتروني عبر مواقع الأنترنت والتواصل الاجتماعي: دراسة على عينة من النساء المقدسيات"، هدفت هذه الدراسة إلى التعرف على مدى استخدام شبكة الأنترنت لدى مجتمع النساء المقدسيات، ومدى انتشار ظاهرة التحرش عبر الأنترنت، ومستوى وعي النساء بمفهوم التحرش الإلكتروني، اعتمدت الدراسة المنهج الوصفي، حيث أجريت على عينة مكونة من (100) من النساء فوق سن الثامنة عشر تم اختيارهم بطريقة عشوائية، تم اعتماد الاستبانة والمجموعة البؤرية كأدوات لجمع البيانات، من أهم النتائج أن (41%) من المبحوثات أشرن إلى أن وعيهم ضعيف بمفهوم التحرش الإلكتروني، و (48%) أشرن إلى وعي متوسط به، و (11%) أشرن إلى أن وعيهم مرتفع، أما المجموعة البؤرية فلوحظ أن الأغلبية العظمى (16 امرأة) لديهم وعي بمفهوم التحرش الإلكتروني وعلى إدراك ومعرفة بأشكال التحرش، أما فيما يتعلق بنتائج الدراسة المتعلقة بالفرضيات فأشارت إلى عدم وجود فروق ذات دلالة إحصائية على مستوى الدلالة  $\alpha \geq 0.05$  في مستوى وعي النساء نحو التحرش عبر الأنترنت يعزى إلى متغيرات: السن، الحالة الاجتماعية، المستوى التعليمي، مكان الإقامة، وحجم استخدام الأنترنت<sup>3</sup>.

<sup>1</sup> أسماء ربيع عبد الستار (2023). "تعرض الشباب لمواقع التواصل الاجتماعي وعلاقته بالوعي الثقافي لديهم"، مجلة البحوث في مجالات التربية النوعية، جامعة المنيا، كلية التربية النوعية، مجلد 9، عدد 44، 2277-2302.

<sup>2</sup> الرويس، ف. (2020). "الوعي الاجتماعي بظاهرة الابتزاز الإلكتروني لدى الأسرة في المجتمع السعودي: دراسة ميدانية للعوامل والآثار". مجلة كلية الآداب والعلوم الإنسانية، جامعة قناة السويس، العدد 33، 78-125.

<sup>3</sup> حمد عليان، و. فداء طه (2018). "التحرش الإلكتروني عبر مواقع الأنترنت والتواصل الاجتماعي: دراسة على عينة من النساء المقدسيات". مجلة جامعة القدس المفتوحة للأبحاث والدراسات. العدد 43، فلسطين، 154-166.

## الإطار النظري:

يعرف الوعي في المعجم الموسوعي بأنه: "معرفة ترافق العواطف والأفعال، وهو يُكون مجمل إحساساتنا وإدراكاتنا والواقع الذاتي لها، وهو ينظم معطيات حواسنا وذاكرتنا ويحدد موقعنا في الزمان والمكان، وهو المعرفة التي ترافق فاعلية الفكر وتجعلها ماثلة أمام نفسها<sup>1</sup>. وتعرفه أمل عطوة بأنه: "مجموع المعارف والأفكار الخاصة بالفرد، والتي تنصب على معرفته لذاته وللبيئة المحيطة به، وهو محصلة تفاعل الإنسان مع بيئته وتأثيره فيها وتأثره بها، مما ينعكس على أفكاره وإدراكه للعالم المحيط به"<sup>2</sup>.

أما الابتزاز الإلكتروني فيعرف بأنه: "محاولة للحصول على مكاسب مادية أو معنوية من قبل شخص يستخدم وسائل التواصل الاجتماعي، حيث يحاول استغلال الضحية بشكل لفظي أو من خلال الصور أو مقاطع الفيديو المسجلة أو الرسائل الصوتية، ويهددها بالرضوخ لمطالبه العاطفية أو المالية"<sup>3</sup>. ويعرف كذلك بأنه: "محاولة للإكراه أو لسلب الإرادة والحرية لإيقاع الأذى الجسدي أو المعنوي على الضحايا عن طريق وسائل يتفنن الجاني في استخدامها لتحقيق جرائمه الأخلاقية والمالية أو كليهما"<sup>4</sup>، ويعرف أيضاً بأنه: "حصول الجاني على معلومات سرية أو صور أو مواد فيلمية تتعلق بالمجني عليه، واستغلال ذلك للحصول على المال أو لإجبار الضحية على القيام بأعمال غير مشروعة"<sup>5</sup>.

ويعرفه البعض بأنه: "حصول الجاني على معلومات وسجلات ومستندات تتعلق بالضحية، ويقوم بتهديده بكشفها وفضحه والتشهير به في حال لم يستجب لطلباته، مما يؤثر على الضحية نفسياً فيستجيب للجاني ويستجيب لرغباته ويبقى أسيراً له"<sup>6</sup>. ومن تعريفاته كذلك أنه: "عملية تهديد وترهيب للضحية بنشر صور أو مواد فلمية أو تسريب معلومات سرية تخص الضحية، مقابل دفع مبالغ مالية أو استغلال الضحية للقيام بأعمال غير مشروعة لصالح المبتزين، كالإفصاح بمعلومات سرية خاصة بجهة العمل أو غيرها من الأعمال غير القانونية"<sup>7</sup>.

<sup>1</sup> نوربير سيالي، وآخرون (2001). المعجم الموسوعي في علم النفس، ترجمة: وجيه أسعد - دمشق: منشورات وزارة الثقافة.

<sup>2</sup> أمل عطوة، (2000)، الوعي الاجتماعي للمرأة الريفية ودوره في عملية التنمية، رسالة ماجستير، كلية التربية، جامعة عين شمس، ص 69.

<sup>3</sup> مروه سعد جاد الحسيني (2023). الابتزاز الإلكتروني للمرأة المصرية دراسة تطبيقية لعينة من مستخدمي الفيس بوك وأنستجرام، حوليات آداب عين شمس، المجلد 51، ص 323-366.

<sup>4</sup> سليمان الغديان وزملائه (2018)، صور جرائم الابتزاز الإلكتروني ودوافعها والآثار النفسية المترتبة عليها من وجهة نظر المعلمين ورجال الهيئة والمستشارين النفسيين، مجلة البحوث الأمنية، مجلد (27)، العدد (69)، ص 157-227.

<sup>5</sup> تامر محمد صالح (2018)، الابتزاز الإلكتروني - دراسة تحليلية مقارنة، مجلة كلية الحقوق، جامعة الإسكندرية، مصر، ص 12.

<sup>6</sup> دعاء سليمان التميمي (2019)، جريمة الابتزاز الإلكتروني "دراسة مقارنة"، رسالة ماجستير غير منشورة، جامعة القدس أبو ديس، فلسطين، ص 13.

<sup>7</sup> بلال جناجرة (2019)، الابتزاز والابتزاز الإلكتروني، مكتبة نور، ص 14. [g8xafk.noor-book.com](http://g8xafk.noor-book.com)

## أنواع الابتزاز الإلكتروني:

يشتمل الابتزاز على عدة أشكال منها:

أولاً: الابتزاز الإلكتروني المادي: يعتبر من أكثر المكاسب التي يسعى المبتز الى تحقيقها من ارتكابه جريمة الابتزاز، وذلك بطلب مبالغ مالية أو عينية ذات قيمة من المجني عليه، مقابل الا يقوم بنشر الاسرار التي يخشى المجني عليه نشرها، وذلك عن طريق إكراه الضحية على الدفع واستغلال ضعفها وخوفها من الفضيحة<sup>1</sup>.

ثانياً: الابتزاز الإلكتروني العاطفي: ويقصد به الخطاب الذي يأخذه ممارس الابتزاز ليسبب لدى الضحية إحساسا بالخجل أو بالخطأ، أو ليحمله مسؤولية لا يستطيع تحملها، ويستعمل الابتزاز العاطفي لتحقيق سيطرة عاطفية ونفسية على الآخرين، ولجعل الآخر مذنب في حق الشخص الذي يبتزه، وهو أسلوب دنيء في التعامل، يتم استخدامه لتحقيق السيطرة العاطفية والنفسية على الآخرين، ويتألف الابتزاز العاطفي من ست مراحل: الطلب، المقاومة، الضغط، التهديد، الإذعان، والتكرار<sup>2</sup>.

ثالثاً: الابتزاز الإلكتروني الأخلاقي (الجنسي): يتم عن طريق قيام ممارس الابتزاز بتهديد المجني عليه بفضح أسراره، مستغلاً ضعفه تجاه تهديداته، والابتزاز الجنسي شائع، ويتحقق هدف المبتز حينما يكون المقابل الذي يطلبه لعدم إفشاء أسرار الضحية هو إما ممارسة الرذيلة مع الضحية، أو تهديدها للقيام بهذه الممارسات مع شخص آخر غير المبتز، ويكون الابتزاز بطلب المقابل مرة واحدة، أو عدة مرات بحسب ظروف كل جريمة، علماً أن أغلب ضحايا الابتزاز الإلكتروني الجنسي من النساء<sup>3</sup>.

## أساليب الوقائية من الابتزاز الإلكتروني:

هناك بعض الأساليب والطرق التي يمكن للفرد القيام بها لكي يحمي نفسه من الابتزاز الإلكتروني ومن هذه الوسائل<sup>4</sup>: حماية المعلومات والبيانات الشخصية، وعدم إعطائها لأي شخص، وخاصة أرقام البطاقات الشخصية وأرقام بطاقات البنك، أو كلمات مرور الحسابات الشخصي على وسائل التواصل، واستخدام

<sup>1</sup> منى بنت سعيد الشكيلية (2019)، آثار الابتزاز الإلكتروني على الصحة النفسية للأطفال، بحث منشور ضمن ندوة (الابتزاز الإلكتروني بين التوعية والتجريم) المعهد العالي للقضاء، سلطنة عمان، ص53.

<sup>2</sup> Mohamed, Mekkawi. (2022). Cyber Blackmail between Threats and Protection: A Study of the Egyptian and American Legislations, Journal of Law and Emerging Technologies .issued by the Faculty of Law at the British University in Egypt Volume 02, Issue 02.

<sup>3</sup> زهراء عبد الحميد، (2019)، جريمة الابتزاز الإلكتروني: دراسة مقارنة، رسالة ماجستير غير منشورة، جامعة عمان الأهلية، الأردن.

<sup>4</sup> Johannes , M . (2015). lived experiences of divorced women in rural Ethiopia international journal of political science and development, vol 3.

إعدادات الخصوصية للشبكات الاجتماعية وكلمات مرورية غير مألوفة وقوية، بحيث يصعب اختراقها، وتجنب مشاركة التفاصيل الخاصة والشخصية، كالأخبار أو الصور أو مقاطع الفيديو، وعدم الرد على أي رسائل أو روابط الكترونية مرسله من مجهولين.

### كيفية التعامل مع الابتزاز الإلكتروني:

في حال الوقوع ضحيةً للابتزاز الإلكتروني، ينبغي اتباع الخطوات التالية<sup>1</sup>:

أول خطوة يجب القيام بها عند التعرض للابتزاز الإلكتروني، هي ضبط الأعصاب والتروي، وعدم فقدان السيطرة أو الخوف، أو التصرف بشكل غير مدروس، فكل مشكلة لها حل، ويتعرض الكثيرون يوميًا للتهديد والابتزاز، ويتم حل مشكلاتهم ومعالجتها نهائيًا. الخطوة الثانية هي عدم التواصل مع المبتز نهائيًا، وعدم الرد عليه، أو الدخول في مشادات كلامية معه، أو إظهار خوفك له، والطلب وترجيئه ألا ينشر الصور، وحتى في حال رددت بلهجة عنيفة، قد تستفزه وينفذ تهديده فورًا، فعواقب الرد عليه وخيمة بكل أشكالها. الخطوة الثالثة هي إخبار الأهل أو أي شخص مقرب لاستشارته، ليكون عونًا لك وداعمًا عندما تخاف أو تضعف. الخطوة الرابعة هي التعامل مع الأمر بهدوء وحكمة، وعدم الاستجابة لأي من طلباته، كدفع مبلغ من المال، أو إعطائه معلومات بطاقتك البنكية، فالاستجابة له ولو لمرة واحدة تفتح شهيته وتجعله يطلب المزيد، الخطوة الخامسة هي: لا تحذف المحتوى الذي يبتزك به، مهما كنت قلقًا منه، ولا رسائل تهديده؛ لأنك بذلك تحذف دليل إدانته، الخطوة السادسة هي تذكر أن الشخص المبتز هو شخص يعاني من عقدة ما، ويريد إثبات القوة والسيطرة على الضحية، وهو شخص جبان، فهو يهدد فقط، ومن النادر جدًا أن ينفذ تهديده؛ لأنه بذلك لن يحصل على مبتغاه المادي أو الجنسي، كما أنه يخشى المساءلة القانونية. الخطوة السابعة هي اللجوء إلى رجل قانون ذو ثقة لوضع الأمر بين يديه.

### الإطار العملي للدراسة:

#### أولاً: منهج الدراسة:

تم استخدام المنهج الوصفي التحليلي، كمنهجية مناسبة لموضوع الدراسة، أما المعالجة الإحصائية فقد قام الباحث باستخدام برنامج الرزم الإحصائية للعلوم الاجتماعية (SPSS)، وذلك من خلال تطبيق المعالجات

<sup>1</sup> الابتزاز الإلكتروني وكيف تتعامل معه، ص 6-8. <https://www.amragwaa.com>

الإحصائية الوصفية والتحليلية التالية: المتوسطات الحسابية، الانحرافات المعيارية، النسب المئوية، اختبار تحليل التباين الأحادي، واختبار (LSD) للمقارنات البعدية.

ثانياً: مجتمع الدراسة وعينتها:

تكون مجتمع الدراسة من جميع النساء اللواتي بلغن 22 سنة فأكثر في محافظة طولكرم، ونظراً لأن عددهن غير معروف فقد اختار الباحث عينة منهن بلغ عددها (230) امرأة، وهن موزعات تبعاً لمتغيرات الدراسة المستقلة على نحو ما هو مبين في الجدول الآتي:

جدول (1): توزيع عينة الدراسة تبعاً لمتغيرات الدراسة المستقلة

المتغيرات المستقلة	مستويات المتغير	التكرار	النسبة المئوية
الحالة الاجتماعية	أعزب	92	40.0
	متزوج	130	55.6
	مطلق	6	2.5
	أرمل	2	1.0
	المجموع	230	100%
المؤهل العلمي	أقل من ثانوية	44	19.0
	ثانوية	25	11.0
	دبلوم	73	32.0
	بكالوريوس	81	35.0
	ماجستير فأعلى	7	3.0
المجموع	230	100%	
عدد ساعات تصفح مواقع التواصل الاجتماعي:	أقل من ساعة	28	12.0
	1 - 2 ساعات	69	30.0
	3 - 5 ساعات	62	27.0
	6 ساعات فأكثر	71	31.0
	المجموع	230	100%

## ثالثاً: أداة الدراسة:

بعد مراجعة الأدب التربوي والدراسات السابقة المتعلقة بموضوع الدراسة، أعد الباحث أداة لمعرفة مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني، وقد تكونت الأداة – في صورتها المبدئية- من (20) فقرة، واعتمد في الأداة طريقة ليكرت الخماسية لتحديد مدى الاستجابة، بحيث يطلب في كل فقرة الإجابة بإحدى البدائل الخمسة التالية: (موافق بشدة، موافق، محايد، معارض، ومعارض بشدة)، وتمنح استجابة المبحوث تبعاً لهذا السلم درجة تتراوح بين (5-1). وبعد عرض الأداة على مجموعة من المحكمين أضيفت فقرتين، لتصبح في صورتها النهائية (22) فقرة، وتتراوح الدرجة الكلية على هذه الأداة بين (22-110) درجة، تشير الدرجة المرتفعة إلى المستوى المرتفع من الوعي، وتشير الدرجة المنخفضة إلى المستوى المنخفض من الوعي، ولتقييم مستوى الوعي استخدم المعيار النسبي التالي: أقل من 36% مستوى وعي منخفض جداً، 36%-51% مستوى وعي منخفض، 52%-67% مستوى وعي متوسط، 68%-83% مستوى وعي مرتفع، 84% فأكثر مستوى وعي مرتفع جداً.

## صدق الأداة وثباتها:

تم التحقق من صدق أداة الدراسة بعرضها على مجموعة من المحكمين من ذوي الاختصاص، والذين أبدوا بعض الملاحظات حولها، وبناء على ملاحظاتهم تم إخراج الأداة (الاستبانة) بشكلها النهائي، وللتحقق من ثبات أداة الدراسة تم استخدام ثبات الاتساق الداخلي لفقرات الأداة باستخدام معادلة الثبات كرونباخ ألفا، حيث بلغت قيمة الثبات على المجالات (0.720)، وقد اعتبر الباحث مؤشرات الصدق والثبات هذه مقبولة ومناسبة لغرض الدراسة.

## نتائج الدراسة ومناقشتها:

أولاً: النتائج المتعلقة بالسؤال الرئيس: ما مدى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت؟

للإجابة على هذا السؤال حسبت المتوسطات الحسابية والانحرافات المعيارية والنسب المئوية لكل فقرة، والدرجة الكلية للأداة بجميع فقراتها، واعتمد المعيار النسبي التقييمي المحدد في أداة الدراسة لتفسير النتائج لكل مجال على نحو ما هو مبين في الجدول التالي:

## جدول (2): المتوسطات الحسابية والانحرافات المعيارية والنسب المئوية ودرجة الوعي لاستجابات

## المبحوثات

التسلسل	الفقرة	المتوسط الحسابي	الانحراف المعياري	النسبة المئوية	درجة الوعي
1	أتعامل بحذر ويقظة شديدة مع المعارف الافتراضيين على مواقع التواصل.	4.7500	0.51981	95.00	مرتفعة جدا
2	أمتنع عن إعطاء أي معلومات عن حسابي البنكي أو بطاقة الصراف الآلي خاصتي للأشخاص عبر مواقع التواصل الاجتماعي.	4.6400	0.48242	92.80	مرتفعة جدا
3	أتجنب الاستجابة للنتكات التي فيها إيهاء جنسي.	4.6300	0.50562	92.60	مرتفعة جدا
4	أتجنب الإجابة على الأسئلة التي فيها مضامين جنسية.	4.6200	0.56461	92.40	مرتفعة جدا
5	أتعامل بحذر شديد مع الإغراءات التي تقدمها بعض المواقع الإلكترونية.	4.6100	0.49021	92.20	مرتفعة جدا
6	أتجنب إرسال الفيديوهات والصور على الواتس لأشخاص لا أعرفهم.	4.5700	0.67052	91.40	مرتفعة جدا
7	أتجنب الدخول إلى المواقع والروابط الإباحية.	4.5700	0.51747	91.40	مرتفعة جدا
8	أغلق الكاميرا وأرفض أي تواصل مرئي يطلبه أي موقع إلكتروني.	4.5400	0.52068	90.80	مرتفعة جدا
9	أتجنب الدخول في تفاصيل حياتي الشخصية مع معارفي الافتراضيين عبر النت.	4.5400	0.55814	90.80	مرتفعة جدا
10	أضع كلمات سر قوية ومحمية لحساباتي الإلكترونية كي لا يتم سرقتها.	4.5100	0.57726	90.20	مرتفعة جدا
11	أتجنب الرد على الرسائل مجهولة المصدر.	4.5100	0.55949	90.20	مرتفعة جدا
12	أتجنب إقامة علاقات غرامية مع الجنس الآخر على مواقع التواصل الاجتماعي.	4.5000	0.62765	90.00	مرتفعة جدا
13	أخبر أسرتي عن أي محاولة لابتزازي إلكتروني.	4.4900	0.57726	89.80	مرتفعة جدا
14	أتجنب إرسال رسائل صوتية عبر الجوال لأشخاص لا أعرفهم.	4.4700	0.67353	89.40	مرتفعة جدا
15	أقوم بإلغاء الصداقة مع الأفراد الذين يستخدمون أسلوب حديث غير لائق.	4.4400	0.64071	88.80	مرتفعة جدا
16	لا أشعر بالخوف والقلق إذا تعرضت لمحاولة تهديد عبر المواقع الإلكترونية.	4.3800	0.85019	87.60	مرتفعة جدا
17	أتجنب نشر صوري على المواقع الإلكترونية التي نستخدمها حتى لا يتم تركيبها واستغلالها.	4.3300	0.77921	86.60	مرتفعة جدا
18	أتجنب إقامة علاقات صداقة افتراضية عبر الأنترنت.	4.3200	0.75049	86.40	مرتفعة جدا
19	أعمل على إخفاء المعلومات الشخصية لحساباتي الإلكترونية.	4.2900	0.72884	85.80	مرتفعة جدا
20	أكون حذرة في الدخول إلى الروابط التي يتم إرسالها من مجهولين.	4.2600	0.66088	85.20	مرتفعة جد
21	أقوم بحظر أي حسابات يرسل منه صور غير لائقة لي.	4.2500	0.64066	85.10	مرتفعة جد
22	أتجنب فتح حوارات جانبية مع أفراد لا أعرفهم على مواقع التواصل الاجتماعي.	4.2300	0.63059	84.80	مرتفعة جد
	الدرجة الكلية	04.498	0.24725	5189.	مرتفعة جدا

يوضح الجدول (2) أن درجة وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت كانت مرتفعة جداً على جميع فقرات أداة الدراسة (1-22) حيث تراوحت النسب المئوية لاستجابة المبحوثين على هذه الفقرات ما بين (95%-84.80%)، لذا فالدرجة الكلية لدرجة وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت كانت مرتفعة جداً، حيث بلغت قيمة متوسط النسبة المئوية الكلية لاستجابة المبحوثات على جميع الفقرات (89.51%).

وإن أعلى درجة وعي للمبحوثات تمثل بالعبارة "أتعامل بحذر ويقظة شديدة مع المعارف الافتراضيين على مواقع التواصل" والتي حصلت على درجة وعي مرتفعة جداً بنسبة مئوية بلغت 95%، ربما لأن ثقافة المجتمع الذي نعيش فيه تحتم على الفتيات الحذر واليقظة الشديدة في التعامل مع الغرباء في الواقع الحقيقي، ولأن إمكانية التضليل والخداع في العالم الافتراضي أكثر يسراً وأسهل منالاً، فهذا محفز لجعل الفتيات متيقظات حذرات مع المعارف الافتراضيين.

وأن أقل درجة وعي للمبحوثات تمثل بالعبارة، "أتجنب فتح حوارات جانبية مع أفراد لا أعرفهم على مواقع التواصل الاجتماعي"، والتي حصلت أيضاً على درجة وعي مرتفعة جداً بنسبة مئوية بلغت 84.80%، فالفتاة وتكريساً لحذرهما ويقظتهما تتجنب فتح حوارات جانبية مع أشخاص متطفلين أو مدسوسين لا تعرفهم ربما تتعرض للمخاطر والابتزاز والتشهير من بعضهم لاحقاً، وتتفق هذه النتيجة مع دراسة (تبوك وقنديل، 2024)، التي أشارت إلى أن مستوى وعي طلبة الجامعة بظاهرة الابتزاز الإلكتروني ككل مرتفع، حيث بلغ المتوسط الحسابي (2.81). كما تتفق مع نتائج دراسة (عليان وطه، 2018)، فيما يتعلق بالمجموعة البؤرية حيث أن الأغلبية العظمى (16 امرأة) لديهم وعي بمفهوم التحرش الإلكتروني وعلى إدراك ومعرفة بأشكال التحرش، وتختلف هذه النتيجة مع دراسة (الرويس، 2020)، التي أشارت إلى وجود إدراك متوسط بمفهوم الابتزاز الإلكتروني وأشكاله، كما تبين وجود وعي متوسط بالآثار الاجتماعية المترتبة عليه. كما تختلف مع نتائج دراسة (عليان وطه، 2018) فيما يتعلق بالعينة العشوائية، حيث أن 41% من المبحوثات وعيهم ضعيف بمفهوم التحرش الإلكتروني، و 48% وعيهم متوسط به، وأن 11% فقط وعيهم مرتفع.

ثانياً: النتائج المتعلقة بالسؤال المنبثق من السؤال الرئيس: هل توجد فروق إحصائية دالة في مستوى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت تبعاً لمتغيرات الدراسة؟

للإجابة عن هذا السؤال حسب المتوسطات الحسابية والانحرافات المعيارية لاستجابات الباحثين على فقرات الاستبانة تبعاً لمتغيرات: الحالة الاجتماعية، المؤهل العلمي، وعدد ساعات تصفح مواقع التواصل الاجتماعي، فكانت على نحو ما هو مبين في الجداول التالية:

جدول (3): المتوسطات الحسابية والانحرافات المعيارية والنسب المئوية لاستجابات الباحثين على أداة الدراسة تبعاً لمتغير الحالة الاجتماعية

الانحراف المعياري	المتوسط الحسابي	العدد	الحالة الاجتماعية
8.1	72.4	92	أعزب
5.1	32.5	130	متزوج
5.1	12.5	6	مطلق
.14	72.4	2	أرمل

يوضح الجدول (3) وجود فروق ظاهرة بين المتوسطات الحسابية لاستجابات الباحثين تبعاً لمتغير الحالة الاجتماعية، ولمعرفة دلالة الفروق بين هذه المتوسطات استخدم اختبار تحليل التباين الأحادي، المبينة نتائجه في الجدول التالي:

جدول (4): نتائج اختبار تحليل التباين الأحادي لدلالة الفروق بين المتوسطات الحسابية لاستجابات الباحثين على أداة الدراسة تبعاً لمتغير الحالة الاجتماعية

مصدر التباين	مجموع مربع الانحرافات	درجات الحرية	متوسط الانحرافات	قيمة (ف) المحسوبة	مستوى الدلالة
بين المجموعات	.179	3	.060	2.510	.059
داخل المجموعات	5.837	246	.024		
المجموع	6.016	249			

يوضح الجدول (4) عدم وجود فروق جوهرية بين المتوسطات الحسابية لاستجابات الباحثين فيما يتعلق بمستوى وعي الفتيات بأساليب الوقاية من التعرض للإلتهاب الإلكتروني عبر مواقع التواصل الاجتماعي والإنترنت تبعاً لمتغير الحالة الاجتماعية، بمعنى أنه لا فرق دالة إحصائية بين من مؤهلهم: أقل من ثانوية، ثانوية، دبلوم، بكالوريوس، وماجستير فأعلى في مستوى الوعي بأساليب الوقاية من التعرض للإلتهاب الإلكتروني عبر مواقع

التواصل الاجتماعي والأنترنت. ويمكن تفسير هذه النتيجة بأن ظروف الحياة حتمت على الفتيات بمختلف مستوياتهن العلمية تطوير وعي وقائي يحميهن من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت. وتتفق هذه النتيجة مع دراسة (عليان وطه، 2018)، التي أشارت إلى عدم وجود فروق ذات دلالة إحصائية على مستوى الدلالة  $\alpha \geq 0.05$  في مستوى وعي النساء نحو التحرش عبر الأنترنت يعزى لمتغير الحالة الاجتماعية.

جدول (05): المتوسطات الحسابية والانحرافات المعيارية والنسب المئوية لاستجابات المبحوثات على أداة

الدراسة تبعا لمتغير المؤهل العلمي

المؤهل العلمي	العدد	المتوسط الحسابي	الانحراف المعياري
أقل من ثانوية	44	522.	4.1
ثانوية	25	552.	6.1
دبلوم	73	442.	8.1
بكالوريوس	81	462.	0.1
ماجستير فأعلى	7	2.47	2.1

يوضح الجدول (5) وجود فروق ظاهرة بين المتوسطات الحسابية لاستجابات المبحوثات تبعا لمتغير المؤهل العلمي، ولمعرفة دلالة الفروق بين هذه المتوسطات استخدم اختبار تحليل التباين الأحادي، المبينة نتائجه في الجدول التالي:

جدول (06): نتائج اختبار تحليل التباين الأحادي لدلالة الفروق بين المتوسطات الحسابية لاستجابات

المبحوثات على أداة الدراسة تبعا لمتغير المؤهل العلمي

مصدر التباين	مجموع مربع الانحرافات	درجات الحرية	متوسط الانحرافات	قيمة (ف) المحسوبة	مستوى الدلالة
بين المجموعات	.455	3	.152	6.717	.000
داخل المجموعات	5.560	246	.023		
المجموع	6.016	249			

يوضح الجدول (6) وجود فروق جوهرية بين المتوسطات الحسابية لاستجابات المبحوثات فيما يتعلق بمستوى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنترنت تبعاً لمتغير المؤهل العلمي. ولمعرفة اتجاه الفروق الدالة إحصائياً بين المتوسطات استخدم اختبار (LSD) للمقارنات البعدية، المبينة نتائجه في الجدول التالي:

جدول (07): نتائج اختبار (LSD) للمقارنات البعدية بين المتوسطات الحسابية لاستجابات المبحوثات على

أداة الدراسة تبعاً لمتغير المؤهل العلمي

المؤهل العلمي	أقل من ثانوية	ثانوية	دبلوم	بكالوريوس	ماجستير فأعلى
أقل من ثانوية	-	-	*0.000	*0.000	-
ثانوية	-	-	*0.000	*0.0044	-
دبلوم	-	-	-	0.648	.3260

• دال عند مستوى الدلالة ( $\alpha \leq 0.05$ )

يوضح الجدول (07) أن اتجاه الفروق بين المتوسطات هو بين من مؤهلين العلمي أقل من ثانوية ودبلوم لصالح من مؤهلين دبلوم، وبين من مؤهلين العلمي أقل من ثانوية وبكالوريوس لصالح من مؤهلين بكالوريوس، وبين من مؤهلين العلمي ثانوية ودبلوم لصالح من مؤهلين دبلوم، وأخيراً بين من مؤهلين العلمي ثانوية وبكالوريوس لصالح من مؤهلين بكالوريوس. ويمكن تفسير هذه النتيجة بأن المنطقي أن يكون مستوى الوعي لدى الفتيات من ذوات المؤهل العلمي دبلوم وبكالوريوس أعلى من مستوى الوعي لدى ذوات المؤهل العلمي ثانوية فأقل، ففرصهن في التواصل والاطلاع على العوامل المختلفة أكبر وبالتالي فإن درجة وعيهم بالمخاطر من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنترنت تكون أكبر، وتختلف هذه النتيجة مع دراسة (عليان وطه، 2018)، التي أشارت إلى عدم وجود فروق ذات دلالة إحصائية على مستوى الدلالة  $\alpha \geq 0.05$  في مستوى وعي النساء نحو التحرش عبر الأنترنترنت يعزى لمتغير المستوى التعليمي.

جدول (08): المتوسطات الحسابية والانحرافات المعيارية والنسب المئوية لاستجابات المبحوثات على أداة الدراسة تبعا لمتغير عدد ساعات تصفح مواقع التواصل الاجتماعي

الانحراف المعياري	المتوسط الحسابي	العدد	عدد ساعات تصفح مواقع التواصل الاجتماعي
.14	2.47	28	أقل من ساعة
.15	2.50	69	1 - 2 ساعات
.17	2.51	62	3 - 5 ساعات
.15	2.51	71	6 ساعات فأكثر

يوضح الجدول (08) وجود فروق ظاهرة بين المتوسطات الحسابية لاستجابات المبحوثات تبعا لمتغير عدد ساعات تصفح مواقع التواصل الاجتماعي، ولمعرفة دلالة الفروق بين هذه المتوسطات استخدم اختبار تحليل التباين الأحادي، المبينة نتائجه في الجدول التالي:

جدول (09) نتائج اختبار تحليل التباين الأحادي لدلالة الفروق بين المتوسطات الحسابية لاستجابات المبحوثات على أداة الدراسة تبعا لمتغير عدد ساعات تصفح مواقع التواصل الاجتماعي

مصدر التباين	مجموع مربع الانحرافات	درجات الحرية	متوسط الانحرافات	قيمة (ف) المحسوبة	مستوى الدلالة
بين المجموعات	.018	3	.006	.250	.862
داخل المجموعات	5.997	246	.024		
المجموع	6.016	249			

يوضح الجدول (09) عدم وجود فروق جوهرية بين المتوسطات الحسابية لاستجابات المبحوثين فيما يتعلق بمستوى وعي الفتيات بأساليب الوقاية من التعرض للإلتهاب الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنيت تبعا لمتغير عدد ساعات تصفح مواقع التواصل الاجتماعي، بمعنى أنه لا فرق دالة إحصائية بين المبحوثات باختلاف عدد ساعات تصفح مواقع التواصل الاجتماعي، وتبدو هذه النتيجة غير مقنعة للوهلة الأولى، فالمتوقع أن تزيد درجة الوعي لدى الفتيات بزيادة عدد ساعات تصفحهن لمواقع التواصل الاجتماعي، ويمكن تفسير هذه النتيجة أن الفتاة الفلسطينية نظرا لصعوبة الحياة التي تعيشها وكثرة التحديات التي تواجهها أجبرت على تطوير

وعي خاص يحميها من مصائب الدهر وثغرات التكنولوجيا المتسارعة، وتتفق هذه النتيجة مع دراسة (اللبان وزملائه، 2023) التي أشارت إلى عدم وجود علاقة ارتباطية ذات دلالة إحصائية بين معدل استخدام الشباب الجامعي لمواقع التواصل الاجتماعي والتعرض للابتزاز الإلكتروني. وتتفق كذلك مع دراسة (عليان وطه، 2018)، التي أشارت إلى عدم وجود فروق ذات دلالة إحصائية على مستوى الدلالة  $\alpha \geq 0.05$  في مستوى وعي النساء نحو التحرش عبر الأنترنت يعزى لمتغير حجم استخدام الأنترنت، وتختلف هذه النتيجة مع دراسة (عبد الستار، 2023)، التي أشارت إلى وجود علاقة ارتباطية طردية موجبة ذات دلالة إحصائية عند مستوى (0.001) بين درجة تعرض الشباب لمواقع التواصل الاجتماعي وعلاقتها بزيادة الوعي الثقافي لديهم.

### الخاتمة والتوصيات:

من الواضح أن مستوى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت مرتفعاً جداً (89.51%)، وهذا يؤكد أن الفتاة الفلسطينية باختلاف حالتها الاجتماعية سواء كانت عزباء أم متزوجة، وباختلاف مستواها التعليمي وحتى اختلاف عدد ساعات تصفحها لمواقع التواصل الاجتماعي، لديها من الوعي والأساليب الوقائية ما يكفي لحمايتها من المبتزين ورواد مواقع التواصل الاجتماعي عبر الأنترنت، وعليه وفي ضوء نتائج الدراسة التي تؤكد أن مستوى وعي الفتيات بأساليب الوقاية من التعرض للابتزاز الإلكتروني عبر مواقع التواصل الاجتماعي والأنترنت مرتفعاً جداً، إلا أنه ويهدف زيادة هذا الوعي وجعله شاملاً نوصي بتطوير ثقافة مجتمعية داعمة ومشجعة لعقد دورات وورشات عمل حول آخر المستجدات والتقنيات وأساليب التحايل والابتزاز لمساعدة أفراد المجتمع عامة والفتيات خاصة لزيادة درجة الوعي لديهم.

كما نوصي بإجراء المزيد من الدراسات بأساليب الوقاية من الابتزاز الإلكتروني، بحيث تتناول شرائحاً أخرى في المجتمع بهدف إثراء الإنتاج الفكري العربي، مع التأكيد على أهمية إدراج موضوع أساليب الوقاية من الابتزاز الإلكتروني ضمن المقررات الدراسية للجامعات لحماية الطلبة من مخاطر الابتزاز الإلكتروني، وأخيراً ضرورة تنسيق طرق مكافحة الابتزاز الإلكتروني والوقاية منها على مستوى الدولة؛ للحد من انتشار الظاهرة.

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## The impact of sports media on the formation of sports public behavior in Egypt: A study in the phenomenon of intolerance

تأثير الإعلام الرياضي على تشكيل سلوك الجمهور الرياضي في مصر: دراسة في ظاهرة التعصب

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### مستخلص:

يُعدّ الإعلام، بصورته العامة والرياضي تحديداً، ركناً أساسياً في بنية المجتمعات المعاصرة. فالرياضة والإعلام مترابطان، إذ يُسهم الإعلام في صقل وتطوير المنظومة الرياضية، ويهدف البحث إلى تحديد الدور الإيجابي والسلبي للبرامج الرياضية في طبيعة تعاملها مع قضية الشغب والتعصب الرياضي، وأنواع الرياضات التي تظهر فيها مظاهر التعصب،

وقد استخدم الباحث المنهج الوصفي المسحي لكونه المنهج الأمثل والأيسر لتحقيق أهداف البحث. وقد أُجريت الدراسة على عينة عشوائية من 300 عامل وطالب بجامعة العريش، وتوصلت إلى ضرورة الالتزام بالمبادئ الأساسية في إنتاج البرامج الرياضية التلفزيونية، وأن تكون البرامج الرياضية تفاعلية وتشجع على الحوار والتبادل بين وسائل الإعلام والجمهور. وتوجه الرسائل الإيجابية وتكرارها بشكل منهجي لترسيخ وتغيير المواقف السلبية تجاه التعصب الرياضي وأعمال الشغب، وأن كرة القدم هي أكثر الرياضات التي تدعو إلى التعصب،

وهذا يُظهر أن التعصب في كرة القدم مرتفع، بينما يكاد يكون معدوماً في الرياضات الأخرى.

للإعلام الرياضي دورٌ في نشر الوعي الرياضي وتعزيز القيم والمعايير الرياضية الجيدة واكتسابها بين الجمهور الرياضي، وبالتالي نبذ التعصب. وقد طرحت مجموعة من المقترحات لتطوير الإعلام الرياضي والحد من التعصب، تشمل رفع الوعي، والتحكم في المحتوى الإعلامي، وبناء جسور التواصل، وتطوير الكوادر الإعلامية، وتغيير مفاهيم التعصب.

الكلمات المفتاحية: التعصب الرياضي، مفهوم الإعلام، الإعلام الرياضي.

**Abstract:**

The media, in its public and sports image in particular, is a vital component of the structure of contemporary societies. Sports and media are interdependent, with the media contributing to the refinement and development of the sports system, and the research aims to identify the positive and negative role of sports programs in the nature of their handling of the issue of riots and sports intolerance.

And the kinds of sports in which manifestations of intolerance occur, the researcher used the descriptive method of survey because it is the best curriculum and facilitated to achieve the research goals. A random sample of 300 workers and students at Al-Arish University and, more importantly, the need to adhere to basic principles in the production of television sports programs, Sports programs should be interactive and encourage dialogue and exchange between the media and the public.

Systematically orienting and replicating positive messages to solidify and change negative attitudes about sport fanaticism and riots, and that football is the most game in sports that advocates intolerance and this shows that intolerance in football is high, while intolerance in other sports is virtually non-existent. Sports media has a role to play in disseminating sports awareness and promoting and acquiring good sporting values and standards among the sporting public, thus distancing them from intolerance, and proposed a series of proposals to develop sports media and reduce intolerance, including raising awareness, controlling media content, building bridges of communication, developing media cadres, and changing perceptions of intolerance.

**Keywords:** sports fanaticism, media concept, media concept, sports media.

## 1. INTRODUCTION :

Media, in its general and sports image in particular, is a vital element in the structure of contemporary societies. Sport and media are linked by a mutually complementary relationship. The media contributes to the refinement and development of the sports system, while sport provides the media with rich and attractive content. This relationship goes beyond entertainment and pleasure to include influencing social behaviors, including violence, rioting and belonging, given the ability of sports media to reach wide segments of the public, and that it represents an influential tool in shaping public opinion and guiding behaviors. Therefore, the pivotal role of sports media in reducing violence and sports intolerance and achieving a safer sports environment emerges, hence the importance of research and the need for it.

**Morteza, Alaa (2021)** pointed out that there is a study conducted on a sample of the Spanish public, the results of which showed that the majority of the masses that carry out acts of violence, riot and intolerance follow certain newspapers without others, and this shows the importance of the media and its role in reducing aggressive behavior, riots, violence and sports intolerance (**Morteza, Alaa 2021**, p. 1).

The researcher believes that sports media has a great impact on shaping sports mass behavior, as it can contribute to increasing the intensity of intolerance and violence by repeating violent scenes and inciting the masses to hostility and hatred towards the competition, and this continuous repetition of aggressive content works to establish negative mental stereotypes among viewers, and encourages violent behaviors in the stands and outside. On the other hand, media can play a positive role in reducing intolerance by adopting a discourse that respects diversity and difference, by avoiding incitement and encouraging violence, and focusing instead on noble sports values such as the spirit of cooperation and mutual respect. Media can also contribute to building bridges of communication between different audiences, and promoting national unity by highlighting the positive role of sport in bringing peoples closer together.

Through the researcher's follow-up of the Egyptian sport -especially the football game - he sees in many sports matches in Egypt unsportsmanlike behaviors that exceed the limits of honest competition, as the sports scene turns into an arena for violence and sabotage, and these behaviors are manifested in the spread of quarrels, marches and demonstrations targeting the opposing team

(the events of the match of the Egyptian Al-Ahly and the Egyptian club Al-Bursaidi on February 1, 2012, which killed 74 people and injured hundreds, according to what the Directorate of Health Affairs in Port Said announced, and the events of the Air Defense Stadium and the stampede on the gates of the Air Defense House Stadium in Cairo, which resulted in the killing of 22 football fans on February 8, 2015 before the match and the الزمالك نادي Enppi Club). At the level of the teams, the 2010 FIFA World Cup qualifiers, specifically in November 2009, events enraged Arab public opinion. After the first and second matches between the teams of Egypt and Algeria, unrest and violence erupted into straining diplomatic relations between the three countries: Egypt, Algeria and Sudan.

A playoff match was used in Sudan to determine the final qualifier for the World Cup, which was decided by the Algerian team in its favor, and the Zimbabwean brick that killed the dream of 60 million Egyptians on February 28, 1993 in the national team match and the Zimbabwe national team in the sixth and final round of the 1994 World Cup qualifiers organized by the United States of America and others - as well as acts of vandalism of public and private property. These aggressive behaviors are not limited to shameful chants and insults, but extend to violent acts that threaten security and public order and undermine sustainable development efforts. It is clear that these behaviors are contrary to the moral and religious values and principles that call for tolerance, moderation and moving away from violence and hatred.

### 1.1. Problem of research and questions:

The sports media landscape has undergone a radical transformation in recent times, as competition between sports channels has moved from a framework of constructive sports criticism to personal conflicts and public settling of scores. This shift has crossed professional boundaries, causing the spread of hate speech, insults and the exchange of unjustified accusations. This development, in turn, has led to the escalation of sports intolerance and the encouragement of violent behaviors among the masses.

Therefore, the researcher believes that this phenomenon raises fundamental questions about the role of sports media in shaping sport's public opinion and its impact on the behavior of the masses, and does sports media contribute to promoting sportsmanship and moral values or does it

exacerbate conflicts and societal divisions? The role of the prominent and fundamental media in trying to overcome the spread of the phenomenon of intolerance and sports intolerance, and the problem of research is crystallized in knowing the role of sports media in overcoming the phenomenon of sports intolerance, and therefore we will seek through this study to answer the following questions:

A. Do sports media play a role in disseminating sports awareness that promotes the acquisition of good sporting values and standards among the sporting public, thereby distancing them from intolerance?

B. Is adherence to impartiality and media ethics by the sports media a role in guiding the attitudes and behaviors of the sporting public to renounce violence and intolerance?

### 1.2. The research aims to:

A. Recognize the positive and negative role of sports programs in the nature of their handling of the issue of riots and sports intolerance.

B. Identify the causes of sports intolerance and the types of sports in which manifestations of intolerance occur.

### 1.3. The importance of studying:

The importance of this study is that it explores a vital role for sports media in the face of a social and cultural challenge that threatens the integrity of sports societies, namely sports intolerance. As an influential opinion maker, information holds great responsibility in shaping the behavior of sports audiences, spreading the values of tolerance and respect, and driving development. The importance of the study is demonstrated by:

A. Closing the knowledge gap: This study seeks to bridge the gap in scientific research on the complex relationship between sports media and mass intolerance, especially in the Egyptian context.

B. Deepening understanding: This study deepens our understanding of the underlying causes of sports intolerance and how the media contributes to its promotion or reduction.

C. Developing effective strategies: The results of this study will help to develop more effective strategies to counter sports intolerance, whether in the media, sports institutions, or civil society.

D. Decision-making support: The results of this study can benefit decision-makers in the field of sport and media, making thoughtful decisions that contribute to building a more peaceful and tolerant sports community.

E. Encouraging scientific research: This study is expected to encourage other researchers to conduct in-depth studies in this field, thus contributing to building an integrated knowledge base on sports intolerance and media.

#### 1.4. Search Terms:

##### A. Sports intolerance:

Abdul Moneim, Hanan (1999) defines sporting intolerance as an emotionally charged psychological trend towards or against a particular player, team, or sporting body, often controlled by feeling and tendencies rather than mind, and refers to Miziz Abdul Karim, Ghadir Nur al-Din (2006), that a number of researchers referred to a set of general characteristics that characterize a fanatical individual regardless of the quality of intolerance, including excess emotion, intellectual closure, extreme aggression, talk, resorting to loud voices, wanting to control talk, hypersensitivity, and confusing ideas. (Abdul Moneim, Hanan 1999, p. 5), Muaziz Abdul Karim, Ghadir Nur al-Din 2006, p. 6 (Sharqawi, Fathi, 1983, p. 35)

Zahran, Hamid Abdussalam (1988), Jalal, Nasser Khalil, Abdullah, Husan, and Abdul Mohsen agree (2016) is an emotionally charged psychological trend against a group, object, or subject that is not based on rationale, sufficient knowledge, or scientific fact, although there are attempts to justify it, but it is difficult to modify it. And it makes man see what he should only see, and he doesn't see what he doesn't like to see. He blinds, stigmatizes, and distorts the perception of reality and the dimension of the individual and the group of feeling, thinking, perception, and behavior in ways consistent with the direction of intolerance. (Zahran, Hamid Abdussalam, 1988, p. 18), Jalal, Nasser Khalil, Abdullah, Husan, Abdul Mohsen, 2016, p. 305).

The researcher defines sporting intolerance as psychological and social behavior consisting of a strong and irrational endorsement of a particular team or sports club, accompanied by a heavy

hostility to competing teams. This intolerance is manifested in aggressive behaviors, extremism of opinion, rejection of dialogue, and disregard for facts that contradict a fanatic's beliefs. Procedural Definition

### B. Sports programs :

Information programs with a variety of sports content, such as exclusive news, field reports, technical analysis, interviews with athletes and coaches, and talk shows discussing pressing sports issues. These programs seek to provide accurate and comprehensive information on the world of sport, cover various sports, and meet the needs of different segments of the public.

### C. Media Concept :

The media means all means and tools that convey to the receiving masses what is going on around them through hearing and sight, and there are those who believe that the media is: "Which is embodied in radio, television, newspapers, magazines, books, cinema and advertising, and it is one of the most important reference institutions that affect the personality, values, ideas and practices of young people at the long-term level (Muaziz Abdul Karim, Ghadeer Nour Al-Din, 2016, p. 9).

The sports media is: "The process of disseminating sports news, information and facts and explaining the rules and laws of sports and sports activities to the public. It aims to spread sports culture among members of society for the development and awareness of the athlete." It is part of the private media because it is a private media concerned with sports issues and news and athletes.

Maaziz Abdul Karim, Ghadeer Nour Al-Din (2016) agrees with Al-Hamahmi Muhammad, Saeed Ahmed (2009) that: "The media in the sports field, after that system, is concerned with disseminating news, information and knowledge related to this sports field and with presenting and interpreting the rules, laws and principles governing sports and various games and governing sports competitions, which are concerned with clarifying scientific and sports visions through mass media for the purpose of spreading the culture related to this field among citizens, developing their positive attitudes towards practicing physical and sports activities and directing them to invest leisure time in following sports events (Maaziz Abdul Karim, Ghadeer Nour Al-Din, 2016, pp. 7-10), (Al-Hamahmi Muhammad, Saeed A.Hamad, 2009, p. 53).

### 1.5. Previous studies:

a) The study "Al-Zayoud, **Khaled Mahmoud, Abdul Razzaq, Bassam, Al-Zayoud, and Nayef**" (2016)(11) aimed to identify the importance of sports electronic newspapers in shaping public opinion towards sports from the point of view of the students of the Faculty of Physical Education at Yarmouk University. The researchers used the descriptive approach in the named method through an application to a randomization of (216) students. The results of the study indicated a high level of the role of sports electronic in shaping public opinion from the point of view of students and in all fields, the professional field, the field of general features of electronic newspapers, the field of sports culture, and the field of mihrabiyyah. The results of the study also showed that sports electronic newspapers are important in shaping public opinion towards male sports, unlike females, and that they are important in shaping public opinion from the point of view of the study sample.

b) The study of "**Al-Harbi, Khalid bin Suleiman Ghazi, Mazloun, Muhammad Jamal**" (2016)(1) A study entitled "The Role of Sports Media in Promoting National Unity". The study aimed to identify the extent to which the public is aware of the reality of Saudi sports media, and to identify the role played by social media as one of the sports media in threatening national unity, and to develop a vision of how to develop the roles of sports media in promoting national unity. The study community is composed of football fans in Riyadh. The sample size was (384) randomly selected, and the researcher used the descriptive analytical approach. The most important results were: administrative and legal procedures towards the sports media, and it recommended re-evaluating the stigmatization of moderation and moderation in the professional media offering.

c) The study of "**Muhammad, Ahmed Adam, Ali Al-Sir Muhammad, and Al-Wad ', Hakim Yusuf**" (2015)(7), which aimed to identify the reasons for the people in the Sudanese football stadiums from the point of view of the public and between administrators and media professionals. The researcher used the descriptive analytical approach on a sample of (20) individuals working in the sports field, and the study found that one of the most important reasons for the people in Sudanese football stadiums is ignorance of the laws and regulations of play, the low cultural level of the public, the low level of aggression among players, the poor performance of referees and the overcharging of players.

d) The study "Abu Tami ', **Bahgat**" (2014)(9) . The study aimed to identify the role of sports media in Palestinian stadiums. The researcher used the descriptive survey method on a random sample of (243) Palestinian football professionals for the 2013/2014 sports season. The results of the study showed that sports media contributed to an average role in reducing the phenomenon of intolerance in Palestinian stadiums. The researcher recommended the need to work to reduce the phenomenon of intolerance and crowd rioting through the positive roles of sports media and promote it.

e) Study "**Dimmock J. & Grove J.**" (2005)(15) and aimed to find out (the impact of intolerance on professional sports teams in Australia on a sample of (231) fans, and the researcher used the descriptive approach in the survey and questionnaire as a tool to collect data and information, and the results found that the more intolerant fans of a particular team were less in control of their aggressive behaviors in matches.

f) Study ""**Carnibella., G, Fox, K. McCann, J., Marsh, P.** (1996) (14) With the aim of identifying violence in European football stadiums, as well as identifying the behavior of football fans in a group of European countries, the study used the descriptive approach, where the questionnaire was taken on a sample of football fans, and another sample of provocateurs. The results of the study showed that the media plays an important role in the behavior of football audiences.

g) The study "**Sarah Youssef Awad, & Ilham AliAl-Shalabi**" (2014) (16) entitled The Role of Digital Media in the Development of 21st Century Skills among Teachers. The study aimed to investigate the role of digital media in the development of 21st century skills among primary stage teachers (grades 1 to 10) in government and private schools affiliated with the Directorate of Education in Amman in the first semester of 2023/2024, using the descriptive survey approach on the study sample of (483) male and female teachers selected in a simple random way. The results of the study showed that the role of digital media in the development of 21st century skills among teachers came at a (high) level in all fields and on the total grade. The study also showed that there were no statistically significant differences depending on the variable of specialization and the supervising authority, and there were statistically significant differences depending on the gender variable and it was in favor of males.

h) The study of "**Morteza, Alaa**" (2021) (2) entitled "The Role of Sports Media in Eliminating Intolerance in the Age of Globalization" - a field study, with the aim of identifying the role of sports

media in overcoming the phenomenon of riot and sports intolerance in light of the transformation of competition through sports channels on a sample of Egyptian youth between the ages of 18-35 years, consisting of 277 singles. The data collection tool was the questionnaire. The most important results were that one of the most important reasons for the phenomenon of sports intolerance was the lack of sufficient awareness among the masses and therefore it is necessary to spread sports awareness in television programs in various sports competitions, and that the most important methods of overcoming riot and intolerance in stadiums are sports programs and sports media in all its forms by educating players about the importance of sports, introducing sports spirit and fair play and focusing on positive behaviors in stadiums and giving them ample space in sports programs.

i) The study of "Moaziz **Abdul Karim, Ghadeer Nour Al-Din**" (2016) (12) The sports media and its role in confronting sports intolerance, with the aim of introducing the role of sports media in spreading sports awareness that promotes the acquisition of sound mathematical values and standards among the sports audience, which keeps them from intolerance, and demonstrating the role that commitment to neutrality and media work ethics can achieve by the sports media in guiding the actions and behaviors of the sports audience to renounce violence and intolerance. The researchers used the descriptive analytical approach that relies on collecting, classifying and analyzing data, linking their meanings to interpret them, and reaching important conclusions that contribute to clarifying the relationship between the variables of the current study (sports intolerance, sports science, and the public) by referring to the literature, the results of some studies, theoretical and field research, and regional and international experiences in this field related to the subject of the study..

### 1.5.1. Contributions:

These studies make important contributions to understanding the phenomenon of sports intolerance and the role of the media in this phenomenon. They show that sports intolerance is a complex phenomenon influenced by several factors. The media plays a pivotal role in shaping public opinion and calming intolerance. The studies also indicate the need for sports awareness and education programs to counter this phenomenon.

Based on these studies, sports intolerance can be said to pose a major challenge to sports communities. To effectively address this phenomenon, action must be taken on several fronts, including:

- a. Media: The sports media must assume its responsibility to disseminate sporting values and tolerance and move away from intimidation and excitement.
- b. Education: Emphasis should be placed on sports education in schools and the promotion of ethical values and sportsmanship among young people.
- c. Laws: Strict laws must be applied to anyone who participates in riots or stadium violence.
- d. Cooperation: All stakeholders, including sports clubs, sports federations, the government, and the media, must cooperate to combat sports intolerance.

#### 1.5.2. Comment on previous studies:

After reviewing some of the previous studies dealing with the research and study of sports intolerance, both on the part of the public and on the part of players and sports clubs, and the role of various media, whether press, television, or even sports websites and social media sites, in increasing this sports intolerance, the researcher has benefited from these previous studies in formulating research objectives as well as in identifying the society and sample of the study as well as the approach used in the research.

#### 1.6. Research curriculums:

The researcher used the descriptive method of survey because it is the best and easiest curriculum to achieve research goals, and the survey method provides the researcher with information that enables him to analyze, interpret, and make decisions and reveals the relationships between the studied variables.

## 2. Society & Sample Research:

The research community is made up of young Egyptians aged 18-35 years, as young people are the age group most affected by the phenomenon of sports violence and intolerance. A random sample of 300 personnel from the University of Al-Arish and the study community was withdrawn.

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Survey the needs, ideas, and perceptions disclosed by the individuals of the research sample through direct and open interviews between the researcher and the 30-youth survey sample in which the dialogue was about the impact of television sports programs and their role in addressing the phenomenon of riots and intolerance in the football fields through an exploratory questionnaire.

### 2.1. Means of data collection:

The researcher used the questionnaire form designed by the two researchers (Mu 'aziz Abdul Karim, Ghadir Nur al-Din) (2016) (12), p. 13).

The research also surveyed theoretical studies, research, and references related to the research topic.

- A. Consultation with a number of specialists in media, psychology, sociology, physical education and sports.
- B. The researcher chose this questionnaire because the percentage agreed upon by the specialists was a large percentage ranging from 80 to 100%.

### 2.2. Statistical transactions:

The researcher did not calculate the honesty and consistency of the form due to the researchers (Mu 'aziz Abdul Karim, Ghadir Nureldin) (2016), (p. 13).

#### 2.2.1. First: Honesty

a) **The validity of the content:** The two researchers pointed out that the sincerity of the arbitrators was relied on, and their number (9), in order to identify the appropriateness and clarity of the axes and phrases, as some phrases were deleted and others were modified according to their views.

b) **Validity of internal consistency:** The researchers calculated the validity of internal consistency by calculating the correlation coefficients between the degree of the phrase and the total sum of the degrees of the axis to which it belongs, as well as the degree of each axis with the total degree of the questionnaire. Accordingly, the correlation coefficient of the first axis related to sports awareness was 0.89 and the correlation coefficient of the second axis related to the ethics of sports media work was 0.86, where  $n = 20$  at the level of significance 0.01

### 2.2.2. Second: Stability

The researchers "Moaziz **Abdel Karim, Ghadeer Noureddine**" (2016), p. 14) calculated the stability in the Fakronbach method, where the stability of the questionnaire was 0.76

### 3. Presentation and discussion of results:

Start: Does sports media play a role in countering sports intolerance? Yes, the results of Mortaza's study, Alaa (2021), showed broad agreement among sample individuals on the importance of sports media, especially television, in spreading awareness of sports culture and supporting positive sporting behavior. The agreement's ratio ranged from 38.4% to 98.2%. This indicates that sports media is seen as an effective tool in achieving a range of goals related to sports culture. (Mortaza, Ala '2021, p. 17).

What are the basic principles to be observed in sports media "television sports programs" for effectiveness in overcoming negative trends, riots, and intolerance? The findings of Mortaza's study, Alaa (2021), also confirmed that there are a number of basic principles to be observed in sports media "television sports programs," including the reliance on the human or human component to demonstrate the value and importance of sports activities, that sports programs are tailored to the nature of the receiving audience, and that sports programs are presented in accordance with their objectives. - In a timely manner for the recipient audience to achieve the objective of the media message and that the media message of sport is honest and clear so that its objectives can be achieved and that sports programs depend on honest sources. sports programs should be mutually influential between television as a media organization and the recipient audience, with sports programs

focusing on replicating the media message to change negative trends towards sport; The elimination of people and intolerance in sports competitions and the need for television-conscious managerial leadership to embrace new ideas for sports programs and to develop sports in general in all their fields and for television to follow different methods of evaluation on a regular basis in order to develop, improve, and develop continuously. (Mortaza, Ala '2021, p. 17)

The results of Mortaza's study, Alaa (2021), emphasized the need to adhere to a set of basic principles in the production of television sports programs. These principles include focusing on the human element and highlighting the positive value of sports activities. Programs must also be tailored to the nature of the target audience and delivered at the right times to ensure maximum impact. In addition, media messages must be honest and clear, relying on reliable sources and qualified providers of sports and physical education. (Mortaza, Ala '2021, p. 17)

For greater impact, sports programs should be interactive, encouraging dialogue and exchange between the media and the public. Positive messages must also be regularly repeated to entrench them and change negative attitudes about sport, such as intolerance and riots. Finally, managerial leadership plays a vital role in embracing new ideas and constantly developing sports programs, with programs to be evaluated regularly to ensure that the desired goals are achieved and performance is improved. (Mortaza, Ala '2021, p. 19)

### **As for the degree of intolerance in different sports?**

The results of Mortaza's study, Ala. (2021), confirmed through questionnaires that football is the most intolerant game in sports, with 99.3% of researchers indicating that intolerance in football is high while intolerance in other sports is virtually non-existent. (Mortaza, Ala '2021, p. 20)

#### **3.1. This is by answering the study's sub-questions:**

**3.1.1. The first axis: Does sports media have a role in spreading sports awareness that promotes the acquisition of sound sports values and standards among sports audiences, which keeps them away from intolerance?** Through the constant follow-up of the sports media, the

researcher was able to realize the importance of civilized encouragement based on mutual respect among the masses, as we must learn through sports programs lofty values such as justice, equality and mutual respect, which are reflected in the behaviors of players and audiences alike, and the content provided by the sports media must be in line with the values, customs and traditions of our authentic Egyptian society.

The various sports programs that we watch should provide us with a lot of fun and excitement, and contribute to enhancing the sense of belonging to our homeland and our fans. Sports culture should also be greatly enriched, as it has become aware of everything related to sports. The most distinctive feature of these programs is their ability to meet the needs of the audience and provide diverse and interesting content. This is in line with the results of the study "Moaziz **Abdul Karim, Ghadeer Nour Al-Din**" (2016), which indicated that the sports audience generally sees that sports media have an influential role in spreading sports awareness and positive behavioral values. The majority of the study participants agreed that sports media contribute to increasing their knowledge of sports rules and laws, encouraging them to practice good sports behavior, and developing their sense of belonging.

The results also indicated that the public believes that sports media still faces some challenges, such as insufficient focus on the positive behaviors of players and audiences, and that media content is not fully in harmony with societal values and customs, despite this, the general consensus is that sports media plays a crucial role in shaping the sports culture of the public (Moaziz **Abdel Karim, Ghadeer Nouredine**, 2016, pp. 18-20).

### 3.1.2. Presentation and discussion of the outcome of the second axis:

Does the commitment to neutrality and ethics of media work by the sports media play a role in guiding the actions and behaviors of the sports audience to renounce violence and intolerance?

The researcher believes that the sports public generally sees that the sports media does not fully adhere to the ethics of the profession, which negatively affects the behavior of the masses, and it is likely that the sports media tends to publish inaccurate or inflated information, and bias in favor of one team at the expense of another, which exacerbates conflicts between the masses. The researcher

also believes that many criticize the sports media for reducing the importance of preserving the privacy of individuals, and not recognizing and correcting mistakes.

The results of the study "**Moaziz Abdul Karim, Ghadeer Noureddine**" (2016) confirmed that the public aspires to a more professional sports media that adheres to facts and objectivity, respects moral values, and works to spread a culture of dialogue and respect among the masses, and the public believes that such media can contribute effectively to reducing violence and intolerance in sports stadiums.

The results of the study also confirmed that the public sees that television sports programs play a crucial role in combating intolerance and rioting in stadiums, and the researchers proposed a set of measures that sports media can contribute to achieving this goal (**Moaziz Abdul Karim, Ghadeer Noureddine, 2016, pp. 20-22**), including:

- a) **Developing cadres working in the field of sports**, including coaches, referees and administrators, and providing them with the necessary knowledge to spread positive sports values.
- b) **Spreading awareness of sports laws and regulations** and clarifying the importance of adhering to them.
- c) **Introduce sportsmanship and fair play and** encourage players and fans to embrace these values.
- d) **Delivering positive media content**, focusing on positive behaviors and highlighting success stories.
- e) **Opening channels** of communication between the public & experts to exchange views and ideas.
- f) **Use appropriate media language**, stay away from violence and incitement, and focus on the language of dialogue and respect.

#### 4. Conclusions:

The findings indicate that sports media has a pivotal role to play in the face of sports intolerance. It can be a powerful tool in spreading sports culture and high values such as tolerance and justice and building more coherent societies. However, the success of sports media in this role depends on its commitment to ethical and professional principles.

Studies have shown that sports media, when used responsibly, can contribute to the creation of a healthy sporting environment by focusing on the cultural and recreational objectives of sport and encouraging positive behaviors among audiences. But in contrast, its misuse can contribute to fueling conflicts and intolerance among audiences, so sports media represents a double-edged sword that can have a positive or negative impact on society, and to ensure its positive role, sports media must adhere to a set of fundamental principles, such as professionalism, objectivity, and neutrality, and focus on spreading positive values and constructive messages.

#### 5. Proposals and recommendations:

In the light of the presentation and discussion of the findings, the researcher reached a set of proposals to develop sports media and reduce intolerance, including:

##### 5.1. Raising awareness: The following are:

- A. Hosting respected sports personalities and analysts to provide educational programs on sports values and ethics.
- B. Focus on the health, psychological, and social benefits of sport.
- C. Production of content focusing on positive behaviors of players and audiences.
- D. Dissemination of large-scale awareness-raising campaigns through the various media;

##### 5.2. Media Content Control:

- E. Verify the authenticity of information before publication and avoid rumors and false news.
- F. Adherence to ethical and professional principles in the media.
- G. Avoid disseminating any content that incites violence or hatred.

H. Public acknowledgment and correction of errors.

### 5.3. Building bridges: The following are:

- A. Encourage constructive dialogue among the public, clubs, and players.
- B. Organizing joint events that bring together fans of different teams.
- C. Hosting representatives of mass associations in sports programs.

### 5.4. The development of media cadres is:

- A. Training programs for sports journalists and media professionals.
- B. Encouraging scientific research in the field of sports media.

### 5.5. The role of institutions is:

- A. Establishment of a national committee to oversee sports media and control content.
- B. Establishing clear legislation to regulate the operation of mass links;
- C. Honoring mass associations committed to good sporting behavior;
- D. Treating sports intolerance as a social problem that requires radical solutions.
- E. Focus on building a sports society based on respect and tolerance.

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## Digital Transformation and Communication Practices between Social Impact and Legal Framing

### التحول الرقمي وممارسات الاتصال بين الأثر الاجتماعي والإطار القانوني

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#### مستخلص:

شهد العالم في العقود الأخيرة تطوراً هائلاً في مجال التكنولوجيا الرقمية، مما أدى إلى تحولات جوهرية في ممارسات الاتصال، سواء على المستوى الفردي أو المجتمعي. أصبحت الوسائط الرقمية جزءاً أساسياً من الحياة اليومية، مما أثر على أنماط التفاعل الاجتماعي، وطرق نشر المعلومات، وديناميكيات التأثير الثقافي. إلا أن هذا التحول يطرح تحديات قانونية تتعلق بحماية البيانات، وحرية التعبير، وتنظيم المحتوى الرقمي.

لذلك، يسعى هذا البحث إلى دراسة العلاقة بين التحول الرقمي وممارسات الاتصال، مع التركيز على الأثر الاجتماعي لهذا التطور، واستعراض الأطر القانونية التي تحكمه. تتمحور مشكلة البحث حول الإجابة عن سؤال رئيسي: كيف يؤثر التحول الرقمي على ممارسات الاتصال في المجتمع؟ وما دور الأطر القانونية في تنظيم هذا الأثر لتحقيق التوازن بين حرية التعبير والمسؤولية الرقمية؟

وتكمن أهمية البحث في توضيح مفهوم التحول الرقمي، وأبعاده المختلفة، وتأثيره على الاتصال. يهدف البحث إلى تعريف مفهوم التحول الرقمي، وأبعاده المختلفة، ودراسة تأثير التحول الرقمي على ممارسات الاتصال.

قُسِّمَ البحث إلى مبحثين، المبحث الأول: التحول الرقمي وأثره على ممارسات الاتصال، ويتناول مفهوم التحول الرقمي وأبعاده المختلفة، بالإضافة إلى دراسة تطور ممارسات الاتصال في ظل الرقمنة، وأثره على التفاعل الاجتماعي، ودور الإعلام الرقمي في تشكيل الوعي المجتمعي. أما المبحث الثاني: الأطر القانونية لتنظيم ممارسات الاتصال الرقمي، ويركز على التشريعات والقوانين المنظمة لممارسات الاتصال في البيئة الرقمية، مسلطاً الضوء على قضايا مثل حماية البيانات، وحرية التعبير، والخصوصية، والوضع القانوني للمنصات الرقمية، والتحديات التي تواجه التنظيم القانوني في ظل التطورات التكنولوجية المستمرة.

الكلمات المفتاحية: التحول الرقمي؛ ممارسات الاتصال الرقمي؛ الأطر القانونية؛ الأثر الاجتماعي؛ الإعلام الرقمي؛ حماية البيانات؛ حرية التعبير.

**Abstract:**

In recent decades, the world has witnessed a tremendous development in the field of digital technology, which has led to fundamental transformations in communication practices, whether at the individual or societal level. Digital media have become an essential part of daily life, which has affected patterns of social interaction, methods of disseminating information, and the dynamics of cultural influence. However, this transformation raises legal challenges related to data protection, freedom of expression, and regulation of digital content.

Therefore, this research seeks to study the relationship between digital transformation and communication practices, focusing on the social impact of this development, and reviewing the legal frameworks that govern it. The research problem revolves around answering a main question: How does digital transformation affect communication practices in society? What is the role of legal frameworks in regulating this impact to achieve a balance between freedom of expression and digital responsibility? The importance of the research lies in clarifying the concept of digital transformation, its various dimensions, and its impact on communication, The research aims to define the concept of digital transformation, its different dimensions and study the impact of digital transformation on communication practices.

The research was divided into two sections, the first section: Digital transformation and its impact on communication practices, this topic deals with the concept of digital transformation, Its various dimensions in addition to studying how it developed Communication practices in the light of digitization, its impact on social interaction, the role of digital media in shaping societal awareness, the second topic: Legal frameworks for regulating digital communication practices. This section focuses on legislation, Laws that regulate communication practices in the digital environment, highlighting issues such as data protection, freedom of expression, and privacy and the legal status of digital platforms and the challenges facing legal regulation in light of ongoing technological developments.

**Keywords:** Digital transformation; Digital communication practices; Legal frameworks; Social impact; Digital media; Data protection; Freedom of expression.

## INTRODUCTION

Communication is an essential element of human interaction and social development, and has been greatly affected by the digital transformation. New and diverse means of communication have emerged, such as email, text messages, social media applications, and digital platforms, which have led to an increase in the speed of information dissemination, the diversity of its sources, and its transcendence of geographical boundaries. Communication has become more interactive and participatory, and individuals can express their opinions, participate in discussions, and make decisions more easily and quickly.

### 1.1. Research problem:

The digital transformation in communication practices poses multiple challenges between the increasing social impacts and the legal framework of these practices, which raises questions about the ability of legal frameworks to keep pace with digital developments and control the use of modern communication technologies in a way that ensures achieving a balance between freedom of expression, protecting privacy, and combating media misinformation. There are several questions that we answer through this research paper, including:

1. What are the most prominent social impacts resulting from the digital transformation in communication practices?
2. How do modern digital technologies affect the formation of public opinion and societal interaction?
3. How effective are current legal frameworks in regulating digital communication practices?
4. What are the most prominent legal challenges related to protecting privacy and controlling digital content?
5. How can we balance freedom of expression and legal regulation of digital content in the context of digital transformation?

## 1.2. Importance of research:

The importance of this research is highlighted by its discussion of the digital transformation in communication practices, a topic with intertwined dimensions between the increasing social impacts and the accompanying legal challenges. Its importance also lies in clarifying several main points, including:

1. The research shows how digital transformation affects patterns of social communication, public opinion formation and community interaction, which helps to understand the transformations brought about by digital technologies in the behaviour of individuals and societies.
2. The research contributes to assessing the extent to which current laws are able to regulate digital practices, especially in the areas of protecting privacy, combating media disinformation, and ensuring freedom of expression without abuse.
3. The research helps identify the problems faced by legislators in regulating digital communication practices, and proposes legal solutions that are compatible with rapid technological developments.
4. Raising digital awareness about the risks of unregulated digital communication, showing ways to use it and for digital platforms according to clear ethical and legal standards.
5. The research provides a comprehensive vision that helps legislative and regulatory bodies develop more efficient digital policies that keep pace with the developments of the digital age, protect the rights of individuals and institutions, and support decision-makers.

Thus, the research is not limited to analyzing the phenomenon, but rather provides legal and social solutions that achieve a fair balance between freedom of digital communication and the requirements of legal and societal security.

## 1.3. Research objectives:

- a) Analyzing the social impacts of digital transformation on communication practices, studying how digital technologies change patterns of social interaction and shape public opinion.

- b) Evaluating the current legal frameworks related to regulating digital communication, their effectiveness in controlling the use of modern technology and protecting the rights of individuals.
- c) Identifying legal challenges associated with digital transformation, such as protecting privacy, combating misinformation and ensuring responsible use of digital platforms.
- d) Proposing legislative and technical solutions that help achieve a balance between freedom of expression and legal regulation to ensure a safe and sustainable digital environment.
- e) Raising awareness of digital communication ethics by highlighting the potential risks of unregulated use, adherence to legal standards in the digital space.
- f) Supporting decision-makers and legislators by providing an integrated vision of digital transformations to help them develop policies and laws that keep pace with technological development, Protects the digital rights of individuals and communities.

#### 1.4. Research methodology:

This research is based on the descriptive analytical approach to study the digital transformation in communication practices from its social and legal aspects, where the phenomenon is described and its various effects are analyzed, employing the comparative approach to compare the legal frameworks regulating digital communication in different countries with the aim of identifying the best legislative practices, using the inductive approach to derive solutions and recommendations by analyzing data and information related to the subject.

#### 1.5. Research structure:

##### The research was divided into two sections:

- Chapter One: Digital transformation and its impact on communication practices.
- Chapter Two: Legal Frameworks National and international to regulate digital communication practices.

## 2. Chapter One: Digital Transformation and Its Impact on Communication Practices

This section is considered the cornerstone on which the entire research is built. It represents the theoretical foundation that explains the studied phenomenon and defines its features. It provides clear definitions of the basic concepts and terms that will be used throughout the research. As the world is witnessing an unprecedented digital transformation, this section aims to provide an intellectual roadmap for the reader, enabling him to understand the context of the research and its various dimensions, and helping him to comprehend the results and recommendations that will be reached later.

Digital transformation is one of the most prominent phenomena that the world has witnessed in recent years, as it has changed many traditional concepts related to technology and information, and has greatly affected various aspects of daily life. This transformation has led to the reshaping of communication practices between individuals and societies, so that communication has become faster and more effective, providing individuals with greater opportunities to interact and express themselves across multiple digital platforms.

This research aims to study the impact of digital transformation on communication practices, starting with understanding the concept of digital transformation and its dimensions, through the development of communication practices in light of digitization, and reaching the role of digital media in shaping societal awareness. The research will address three main requirements, where the first requirement will shed light on the definition of digital transformation and its various dimensions, while the second requirement will discuss the development of communication practices in the digital age and its impact on social interaction. The third requirement will address the role of digital media in shaping societal awareness by highlighting the impact of digital media on our cultures and behaviors.

The study of these topics is of particular importance in our current era. Digital transformation is an essential element in the development of communication media, which indirectly affects social relations, cultural and economic systems in society.

## 2.1. First requirement: The concept of digital transformation and its dimensions:

### 2.1.1. First: The concept of digital transformation

There are multiple definitions of digital transformation, but they all agree on one essence. It is the process of integrating digital technologies into all aspects of an organization or society, leading to radical changes in the way we work, interact, and deliver services.

- a) **Operational definition of digital transformation:** It is a comprehensive and integrated process that aims to restructure institutions and societies through the optimal use of digital technologies with the aim of improving efficiency and productivity, providing better services, and achieving sustainable development.
- b) **Digitization:** It is the conversion of data and information from its analogue form - paper or traditional - into a digital form. Example: converting paper books into e-books.
- c) **Going digital:** It is the use of digital technologies to improve existing processes. Example: Using Customer Relationship Management (CRM) software to improve customer service.
- d) **Digital transformation:** It is a radical change in the way of working using digital technologies, which leads to the creation of new business models and the provision of innovative services (Ibrahim, 2007).

### 2.1.2. Second: Dimensions of digital transformation

The most prominent of these dimensions are as follows:

- a) **Technological dimension:** The use of modern technologies such as artificial intelligence, big data, cloud computing, and the Internet of Things enables institutions and individuals to access information and services quickly and easily. This dimension contributes to improving production efficiency and facilitating the communication process at all levels..

b) **Social dimension:** Refers to the impact of digital transformation on social relations, the way individuals interact with each other, including changing communication methods between individuals in society, such as the emergence of social media platforms that allow interactions unlimited in time and place, which enhances social communication, leading to social isolation.

c) **Economic dimension:** The impact of digital transformation on the economy includes improving efficiency and reducing costs, changing traditional business models, enabling individuals and companies to interact economically through e-commerce platforms, digital banking services, which contributes to achieving sustainable development and increasing productivity.

d) **Cultural dimension:** Reflects the profound impact of digital transformation on social and media culture. Digital transformation helps disseminate information and cultural content more quickly, affects the formation of the cultural identity of individuals and groups, but it leads to some challenges in maintaining cultural diversity in the light of digital globalization.

e) **Educational and training dimension:** The development of education and training methods thanks to digital technologies such as e-learning and distance education has made it possible to access knowledge and educational content at any time and from anywhere, which has contributed to expanding the scope of education and providing opportunities for individuals in different parts of the world.

f) **Legal and regulatory dimension:** It relates to the transformations that require the establishment of legal and regulatory frameworks that govern the use of digital technology, such as data protection laws, individual privacy, intellectual property rights, and the regulation of digital transactions. This dimension is essential to ensure a balance between innovation and the protection of rights. With regard to the legal dimension, it includes the protection of personal data in terms of establishing laws to protect data privacy, combating cybercrime, and establishing laws to combat crimes committed online.

g) **Environmental dimension:** Refers to the impact of digital transformation on the environment in terms of reducing the environmental footprint thanks to technologies such as remote work, reducing the consumption of natural resources, there are new technologies that contribute to promoting sustainable development and protecting the environment (Saleh, 2017).

These dimensions overlap and deeply affect all aspects of daily life, which requires a comprehensive look at them to determine how to benefit from digital transformation in various fields.

## 2.2. The second requirement: The development of communication practices in light of digitalization and its impact on social interaction.

Digital development has led to radical transformations in communication practices, as digital technologies have come to dominate human communication, which has greatly affected the nature of social interaction. This topic can be addressed through two main axes:

### 2.2.1. First: Manifestations of the development of communication practices in light of digitization

Communication practices have undergone fundamental transformations due to digitization, as the means, tools and patterns that individuals and institutions rely on to communicate have changed. These aspects can be reviewed through several main axes:

#### 2.2.1.1. Shift from traditional to digital communication:

a) Speed and instantaneity of information transfer, Individuals and organizations can now exchange information in real time, eliminating the time lags that characterize traditional communications such as paper mail or landline telephones.

b) Moving from print to digital, Digital media such as e-news and digital books have replaced paper newspapers and magazines, changing the nature of information consumption.

#### 2.2.1.2. Development of online communication methods:

a) The emergence of social media such as Facebook, X, Instagram, TikTok, and LinkedIn have become essential tools for social interaction, going beyond the traditional function of communication to include the formation of digital identity and the building of virtual communities.

b) Communication via smart applications such as WhatsApp, Telegram, and Messenger has facilitated text, voice, and video conversations, making communication more interactive and flexible.

c) The reliance on live streaming technologies such as YouTube and Facebook Live has enabled instant interaction between the sender and the receiver, which has changed the patterns of media content consumption.

#### **2.2.1.3. The spread of artificial intelligence in communication:**

a) Social media platforms and digital services use artificial intelligence algorithms to analyze user data and deliver personalized content based on their interests and digital behavior.

b) Digital assistants and smart robots such as Apple's Siri and Amazon's Alexa have become effective communication tools, providing voice services that help user's access information quickly.

#### **2.2.1.4. Development of visual and virtual communication technologies:**

a) Remote meetings via Zoom, Microsoft Teams, and Google Meet have become a major alternative to physical meetings, especially after the Corona pandemic, which changed work patterns and professional interaction.

b) Virtual and augmented reality is used in areas such as education, training and entertainment, providing new interactive experiences in communication, such as using glasses. VR in virtual conferences.

#### **2.2.1.5. Multiple and integrated digital communication patterns:**

a) Combining texts, images, videos and illustrations, communication is no longer limited to written texts only, but has become dependent on multimedia, which has increased the impact of digital messages.

b) Moving from mass to targeted communication, organizations can target a specific audience through digital advertising and data marketing making communication more efficient.

### 2.2.1.6. The development of social interaction through digital space:

- a) With the emergence of digital communities, users are joining specialized online groups according to their interests such as Facebook groups, social media platforms, Reddit), which has allowed communities to form across geographical boundaries.
- b) Asynchronous communication, communication is no longer confined to a specific moment; individuals can exchange messages via email or messaging apps and respond to them later according to their circumstances.
- c) Relying on emojis for expression, these tools have become part of the modern digital language, helping to convey feelings and meanings in innovative ways.

### 2.2.1.7. Shifting towards interactive and intelligent communication:

- a) Direct interaction between users and institutions, companies and government institutions provide digital communication channels that allow users to interact directly via live chat and artificial intelligence, which has increased the level of response and interaction.
- b) Integration between different means of communication, users are now able to switch between phone calls, email, messaging applications and social media seamlessly, which has led to the unification of communication channels in an integrated digital environment (Al-Hadi, 2021).

## 2.2.2. Second: The impact of digitization on social interaction

With this development, patterns of social interaction have changed significantly, and positive and negative effects have emerged, which can be explained as follows:

### 2.2.2.1. Psychological effects:

- a) Social Anxiety and Stress: Excessive use of social media can lead to feelings of anxiety and depression due to social comparisons and constant exposure to unrealistic idealized content.
- b) Digital addiction and attachment: Some individuals become addicted to smartphones and social media, affecting their productivity and actual social life..
- c) Impact on attention and focus: Too many notifications and streaming content makes people less able to focus for long periods of time.

#### 2.2.2.2. Cultural influences:

a) Reshaping values and customs: The spread of digital content has led to a change in many customs and traditions, as individuals have become more open to new cultures, but sometimes this has led to the obliteration of some cultural identities.

b) Impact on learning and thinking methods: Information has become easily available, which has affected traditional ways of thinking and led to a decline in memorization and deep reasoning skills.

#### 2.2.2.3. Economic impacts:

a) The emergence of the social impact economy: where individuals are able to generate revenue by producing digital content, changing the nature of traditional jobs.

b) Inequality in economic opportunities: Despite new opportunities, lack of digital skills can exacerbate the digital divide between individuals and societies..

c) Shifting consumption patterns: The development of e-commerce has changed buying and selling patterns, with consumers increasingly relying on the Internet for their purchasing decisions.

#### 2.2.2.4. Behavioral and social effects:

a) The spread of fake news and media misinformation, the ease of disseminating information made it difficult to distinguish between facts and rumors, which affected community awareness.

b) Decline in direct communication skills, reliance on texting and virtual communication has led to a weakened ability to read facial expressions and body language.

c) The concept of friendships and relationships has changed. It has become common to build virtual relationships that are not based on solid foundations as is the case in real relationships.

d) Increased reliance on digital platforms has led to the emergence of phenomena such as cyber bullying, which has serious psychological effects on individuals, especially children and adolescents. (Zaki, 2021).

Digitization has contributed to the development of communication practices in an unprecedented way, which has directly affected the nature of social interaction. While digital technology has provided great advantages in facilitating communication and strengthening social

ties, it has also imposed challenges related to the quality of this interaction and its relevance to actual reality.

The effects of digitization on social interaction are not limited to facilitating or weakening communication, but extend to deeper dimensions that include mental health, culture, economy, and social behavior. While digital technologies provide great opportunities to enhance communication and openness, they also pose challenges that require balanced treatment to ensure that societies benefit from them without harming the traditional social structure.

### 2.3. The third requirement: The role of digital media in shaping community awareness

Digital media has become one of the main factors in shaping the awareness of individuals and societies, as it directly affects knowledge, values, and behaviors by spreading news and information at an unprecedented speed, its importance has increased with the widespread use of the Internet and social media, which have become a major source of information. (Obaidi, 2020), the role of digital media in shaping community awareness can be analyzed through the following axes:

#### 2.3.1. First: The role of digital media in spreading knowledge and information:

- c) Easy access to information, Digital media has enabled individuals to access news and information in real time, enhancing their awareness of local and international issues.
- d) Diversity of media sources, People no longer rely on traditional media only, but can now follow the news through websites. Blogs and social media platforms.
- e) Digital media provides a wide range of educational content through platforms such as YouTube, E-learning courses contributed to enhancing the level of cultural and scientific awareness. (Saleh, 2017).

#### 2.3.2. Second: The impact of digital media on shaping public opinion:

- a) Digital media plays a major role in guiding public opinion by presenting societal and political issues in an influential manner, which helps shape individuals' attitudes towards them.

b) Governments and NGOs use digital media to spread awareness on issues such as health, the environment, and human rights, helping to raise community awareness.

c) Digital media has helped mobilize communities and support human rights issues through immediate interaction, and publish content quickly and widely (Zaki, 2021).

### 2.3.3. Third: Digital media and promoting societal values:

a) Spreading the culture of tolerance and dialogue, Digital media provides platforms for dialogue and interaction between different societal groups, which enhances the values of tolerance and coexistence.

b) Slit Media Digital highlights inspiring personalities and successful initiatives, which contributes to enhancing positive values among individuals.

c) Despite digital globalization Using digital media to preserve cultural identity by publishing content that reflects local customs and traditions. (Gartner, 2022).

### 2.3.4. Fourth: Digital media and its role in shaping political awareness:

a) Digital media helps encourage citizens to participate in political processes, such as elections and referendums, through digital awareness campaigns.

b) Digital platforms provide a space to expose corruption and enhance transparency in government work by quickly sharing information and documents.

c) Public pressure through digital media leads to changes in government policies or adoption of new legislation that responds to community demands. (Abdulrahman, 2022).

### 2.3.5. Fifth: The role of digital media in supporting sustainable development

a) Raising environmental awareness, Digital media is used to promote issues such as climate change, conservation of natural resources, and recycling, raising environmental awareness among individuals.

b) Supporting entrepreneurial projects, Digital platforms provide opportunities for entrepreneurs to spread their ideas and gain community support for their projects, which contributes to economic development.

### 2.3.6. Sixth: Digital media and health awareness promotion

- a) Spreading awareness about epidemics and diseases, Digital media played a pivotal role during the COVID-19 pandemic in disseminating health information and preventive guidelines.
- b) Encourage healthy habits; Digital platforms are used to spread content about healthy nutrition, exercise, and mental health, which influences the healthy behavior of individuals.
- c) Telemedicine, Digital media has provided interactive platforms that enable individuals to consult doctors remotely, improving access to health services. (Copper, 2022).

### 2.3.7. Seventh: Digital Media and Promoting Social Justice

- a) Digital media has helped highlight human rights violations, increasing international pressure for corrective action.
- b) Providing space for expression of opinion, Digital media has become a means for individuals to freely express their opinions, promoting a culture of dialogue and constructive criticism.
- c) Empowering marginalized groups, Digital media gives marginalized groups, such as women and people with disabilities, an opportunity to have their voices heard and demand their rights (Al-Ghani, 2019).

The role of digital media goes beyond merely transmitting information to become a major tool in shaping the awareness of societies in various political, economic, health, and environmental fields, Getting the most out of it requires developing critical thinking skills, setting regulatory policies to limit fake news, and promoting digital media ethics to ensure its positive role in society.

Digital media is a powerful tool in shaping community awareness. And it contributes to spreading knowledge, influencing public opinion, and promoting positive values, but at the same time it poses challenges related to false information and intellectual polarization, so achieving maximum benefit from it requires developing critical awareness skills among individuals, strengthening ethical and professional controls in the digital content industry.

### 3. Chapter Two: Legal Frameworks National and international to regulate digital communication practices

with Evolution Fast For technology Digital become Contact Digital part no It is divided from life Daily, He provides means Effective To communicate, to publish information, Interaction Social, with that this Evolution His companion Many from Challenges Legal, especially what Related Protected Data Character, Anti News Fake, a guarantee Usage responsible For platforms Digital, So emerged need to situation Frames Legal organize Practices Contact Digital With the aim of investigation Balance between freedom Expression from Side And protection Rights And interests General from Side Other.

#### 3.1. First requirement: Legal frameworks National which regulates communication practices in the digital environment

Contact Digital today One Most important means Interaction Social and exchange Information Technology Which to push Countries and organizations International to development Legislation Legal Aims to to organize This is amazing Practices And guarantee Use it In a way responsible, Compatible with Laws National And international.

Includes Legislation National group Wide from Laws that Aims to organize Contact Digital, protection Users from Risks Associated To him, with that there Challenges Legal like Balance between freedom Expression And security Digital, difficulty duty Laws on Platforms International It works outside range Authority National, So Heading towards Countries about to update This is amazing Laws constantly To keep up Developments Fast in area Contact Digital.

It varies. Legislation National from nation to Other According to For her priorities Legal And political, But it is mostly what It falls under several Axes Main Includes protection Data Character, Anti Crimes Electronic, to organize Media Digital, adjust a job Platforms communication Social, While Next Highlights Aspects that Cover it This is amazing Legislation in Countries Different:

**3.1.1. Personal Data Protection Laws:** Aims This is amazing Laws to protection privacy Individuals in outer space Digital from during situation Controls on collection Data Character And use it, from most notable:

- a) **Egyptian Personal Data Protection Law (2020)** Organizes to treat Data Character puts Controls Strict on sharing Information Without consent user.
- b) **Saudi Arabia's Privacy Protection Law (2021)** Organizes collection and processing Data Character, He specifies Penalties on violation Privacy.
- c) **Federal Data Protection Law in the UAE** In line with Criteria International like Regulation General to protect Data (GDPR) in Union European.

**3.1.2. Anti-Cybercrime Laws:** Seeking this is amazing Laws to Confrontation Crimes Digital like Fraud Electronic, the pirate, and incitement via Internet, from Highlights Examples:

- a) **Egyptian Anti-Cybercrime Law (2018)** Criminalize breakthrough Systems Electronic, to publish News Liar, and violation Privacy via Internet.
- b) **Saudi Anti-Cybercrime Law** punishes on Crimes Electronic like defamation, penetration, and blackmail Electronic.
- c) **UAE Cybercrime Law** For crimes Electronic Includes sanctions Tight on Use Internet in Incitement on Hate or Touch Safely the State.

**3.1.3. Laws regulating digital media and electronic content:** Put Countries Controls on Media Digital to ensure non to publish content misleading or Opposite for the laws National, from it:

- a) **Egyptian Press and Media Regulation Law (2018)** organizes a job Locations Electronic, imposes sanctions on to publish News Liar.
- b) **Saudi Electronic Media Law** Required Institutions Media Digital By obtaining on license, He specifies Responsibility Legal on Content The post.
- c) **Jordanian Cybercrime Law** imposes restrictions on Publishing via Internet especially While Related With issues Associated With security National (Al-Hadi, 2021).

**3.1.4. Social Media Platforms Regulation Laws:** Some countries have begun to impose legislation that obliges social media platforms to comply with certain legal standards such as:

- a) **German Network Enforcement Law (NetzDG)** Required Platforms communication Social By removing Content not legal like letter Hate during 24hour.
- b) **Indian Social Media Regulation Act (2021)** imposes on Platforms presentation Reports patrol on Content the post And take procedures against News Fake.
- c) **Egyptian draft law to regulate social media** Aims to situation Controls on Content Digital And protection Users from Violations Electronic.

**3.1.5. E-Commerce Laws and Digital Consumer Protection:** with boom commerce Electronic I issued Countries laws to organize Transactions via Internet and protection Consumers From it:

- a) **UAE E-Commerce Law** He specifies rules Contracts Digital, protection Data in Transactions Commercial Electronic.
- b) **Egyptian E-Commerce Law** Organizes Operations Sell and buy via Internet, Ensures rights Consumer Digital.
- c) **Saudi Electronic Consumer Protection Law** puts rules to protect Buyers via Internet And guarantee Their rights.

**3.1.6. Cyber security and Digital Infrastructure Protection Laws:** Seeking Countries to insurance Its structure Infrastructure Digital from Attacks Electronic from during Legislation Specialized, like:

- a) **UAE Cyber security Law** puts Criteria to protect Systems Government Private from Attacks Electronic.
- b) **Saudi Cyber security Strategy** Includes procedures to protect Data and the structure Infrastructure Digital.
- c) **Egyptian Cyber security Bill** Aims to Enhance Protection Digital For sectors Vitality in The State (slave Al-Hamid, 2021).

### 3.2. The second requirement: international legal frameworks that regulate communication practices in the digital environment

The widespread use of digital communication has led to the emergence of regional and international legislation aimed at regulating this field and ensuring the safe use of digital technology, However, the main challenge remains in achieving a balance between freedom of expression and digital security, which requires these laws to be constantly updated to keep pace with the rapid developments in the digital world.

#### 3.2.1. First: International legislation to regulate digital communication:

With the increasing impact of digital communication on societies, international agreements and standards have emerged that aim to establish a unified legal framework, the most prominent of which are:

- a) **Universal Declaration of Human Rights** (1948) states in Article 19 that everyone has the right to freedom of expression and to receive and impart information through any media, which includes digital communication.
- b) **International Covenant on Civil and Political Rights** (1966) Emphasize the protection of freedom of expression and the right to information while placing restrictions to ensure that other rights such as privacy and national security are not violated (Al-Sadiq, 2010).

There is much other international legislation that regulates communication practices in the digital environment, which can be divided into international agreements and standards issued by the United Nations, specialized international organizations, as well as non-governmental initiatives with global impact.

### 3.2.1.1. United Nations Conventions:

- a) **United Nations General Assembly Resolution on the Right to Privacy in the Digital Age** (2013) This resolution emphasizes the need to respect the right to privacy in the digital space, and calls on States to take measures to protect personal data from digital abuses.
- b) **Annual report of the United Nations Special Rapporteur on Freedom of Expression** highlights challenges to freedom of expression in the digital environment such as government censorship and website blocking.
- c) **United Nations Digital Governance Agenda** provides guidance to countries on how to develop policies to regulate the Internet with a focus on human rights and data security.

### 3.2.1.2. Legislation issued by specialized international organizations:

- a) **The United Nations Educational, Scientific and Cultural Organization (UNESCO)** have issued several recommendations on freedom of expression on the Internet, such as the Riga Declaration on Digital Media and Press Freedom.
- b) **International Telecommunication Union (ITU)** set technical and regulatory standards for digital communications, develop policies for cyber security and Internet governance.
- c) **Organization for Economic Co-operation and Development (OECD)** The OECD has issued principles on privacy protection in the digital space, such as the Guidelines on Privacy Protection and Cross-Border Data Transfers.

### 3.2.1.3. International initiatives and conventions to combat digital crimes:

- a) **Budapest Convention on Cybercrime** (2001) the first international agreement to combat digital crime, it includes provisions on electronic fraud, hacking, and the dissemination of illegal content.
- b) **Malabo Convention on Cyber security and Protection of Personal Data** (2014) were adopted by the African Union and aims to establish a legal framework for combating cybercrime and protecting data on the African continent.
- c) **G20 Initiative on Digital Economy**, G20 countries is adopting common strategies to regulate the digital economy, including e-commerce laws and digital consumer protection.

#### 3.2.1.4. Internationally influential non-governmental charters and declarations:

- a) **Principles of the open Internet** were developed by technology rights organizations such as the Electronic Frontier Foundation (EFF) calls for maintaining net neutrality and ensuring freedom of access to information.
- b) **Internet Freedom Declaration** is an initiative of more than 30 countries supporting freedom of expression on the Internet, Digital censorship opposition.
- c) **International standards for the protection of journalists in the digital space** were developed by the Committee to Protect Journalists (CPJ) and other organizations aiming to ensure the safety of journalists working in the digital sphere.

#### 3.2.1. Second: Regional legislation to regulate digital communication

Many regional organizations are developing legal frameworks to regulate digital communication practices, the most important of which are:

- a) **General Data Protection Regulation (GDPR)** in the European Union: imposes strict rules on data collection and processing, protecting individuals' privacy and forcing digital companies to comply with transparency and security standards.
- b) **US laws regulating digital communication:** such as the Decent Communications Act (CDA) and the Children's Online Privacy Protection Act (COPPA), which aim to regulate digital content and protect vulnerable groups from digital abuse.
- c) **Arab legislation to regulate digital communication:** Arab countries seek to regulate digital communication through anti-cybercrime laws, such as the Anti-Cybercrime Law in the UAE and the Anti-Information Technology Law in Egypt, which criminalize the misuse of the Internet and the violation of privacy (Al-Sadiq, 2010).

#### 3.3. The third requirement: Challenges to the legal regulation of digital communication practices

with increase Use means Contact Digital in various Areas become from essential situation framework legal Organizes This is amazing Practices To ensure Preservation on rights Individuals And

protection Values Community unless that organization Legal For practices Contact Digital Facing Challenges Big a result Evolution Fast For technology Digital Which make from hard duty rules Legal Fixed Able on Keep up Changes Continuous in this The field.

The challenges facing the legal regulation of digital communication practices are diverse and reflect the rapid development of digital technology and the continuous changes in communication methods. The most prominent of these challenges are as follows:

**3.3.1. Difficulty in determining legal responsibility:** One of the most prominent legal challenges in the field of digital communication is determining legal responsibility for content published on social media platforms or websites, for example:

- a) Misleading or offensive content: In the event that content containing inflammatory or illegal speech is published, it is difficult to determine responsibility (is it on the platform itself or on the user who published the content?).
- b) Anonymity: Users can post content under pseudonyms or anonymously, making it difficult to hold them legally accountable.

**3.3.2. Challenges related to privacy and data protection:** In the age of the Internet, the handling of users' personal data has become a very sensitive issue. Regulating the protection of personal data and protecting privacy online represents a major legal challenge for several reasons:

- a) Data often crosses national borders, making coordination between local and international laws difficult.
- b) Many online platforms collect huge amounts of users' personal data that they use for commercial purposes such as targeted advertising, raising privacy concerns.
- c) There is a huge variation in laws regarding data protection from one country to another, for example the European Union has the General Data Protection Regulation (GDPR) while some countries lack comprehensive data protection legislation.

**3.3.3. Confronting fake news and misleading information:** One of the most prominent challenges facing legal legislation in the field of digital communication is the spread of fake news and misleading information on the Internet:

- a) Social media and digital media provide an ideal environment for fake news to spread quickly.
- b) Traditional laws find it difficult to effectively censor this widespread information because of the sheer number of posts and interactions that occur in a short time.
- c) The balance between censorship and freedom of expression. This issue overlaps with the issue of freedom of expression, as strict censorship can infringe on individuals' rights to express their opinions, while lax enforcement of laws can lead to the spread of misinformation.

**3.3.4. Regulating digital commerce and commercial content:** The spread of e-commerce, online advertising, and commercial content on social media platforms poses a new legal challenge:

- a) There are not always clear local laws regulating how online advertising works, which exposes consumers to being deceived or exploited.
- b) There is a lack of regulation on how clearly ads should be distinguished from regular online content, which sometimes misleads consumers.

**3.3.5. Controlling freedom of expression versus digital security:** There is a difficult balance between allowing freedom of expression and protecting individuals and communities from harmful content:

- a) Digital laws must find effective solutions to combat the incitement to violence and hate speech that may spread online.
- b) On the other hand, excessive content censorship laws lead to restrictions on freedom of expression.

### 3.3.6. International challenges and cooperation between countries:

a) The laws regulating digital communication differ between countries, which makes international cooperation in implementing these laws difficult. For example, some privacy and data protection laws differ significantly between the European Union and the United States.

b) The world of the Internet and digital communication requires a rapid legal response to keep pace with the continuous innovations in technology; this response requires coordination between international legal bodies.

### 3.3.7. Legal challenges in dealing with artificial intelligence:

The increasing reliance on AI in digital communication practices such as automated recommendations in social media or machine translation raises legal issues regarding decision liability and individuals' rights to control the data processed using these technologies. (Bakr, 2021).

**To address these challenges, comprehensive action must be taken at the individual, community and international levels:**

a) **At the individual level**, people must be made aware of the seriousness of these phenomena and how to deal with them.

b) **At the community level**, constructive dialogue and mutual respect between different ideas and opinions must be encouraged..

c) **At the international level**, countries must cooperate to develop a unified legal framework to combat cybercrime and protect human rights in the digital space.

Addressing these challenges is essential to ensuring the safe use of digital media, To protect users' rights and promote ethical values in society, this requires establishing effective laws and legislation, raising awareness among users about these challenges, and encouraging international cooperation to combat cybercrime.

#### 4. Conclusion:

Digital transformation represents a combination of opportunities and challenges that require a balanced legal response that keeps pace with technological developments and guarantees the rights of individuals and communities in the digital environment., Requires Achieving this balance involves developing legislation, increasing community awareness of the importance of digital oversight, and enhancing and Individuality in the use of digital communication media.

At the end of this research, it becomes clear to us that we are witnessing a historical transformation that is reshaping societies, Economics, Human relations on a large scale, Digital transformation is no longer just the use of modern technologies, but has become a driving force for comprehensive change that affects all aspects of life. We have reached a set of conclusions and recommendations.

#### 4.1. Results:

- a) Digital transformation has greatly contributed to reshaping communication methods, as communication has become faster and more interactive, which has facilitated the exchange of information between individuals at various social and geographical levels.
- b) Communication practices have evolved under digitization from traditional communication to new forms including social networks, instant messaging, and live digital broadcasting. This contributed to changing the mechanisms of social interaction.
- c) Digital media has become pivotal in shaping societal awareness, as individuals are now able to obtain information and interact with societal issues in record time, but at the same time challenges have emerged related to misleading content and fake news.
- d) There is an urgent need to develop legal frameworks and legislation that regulate the use of digital communication platforms, especially in the areas of data protection and individuals' rights on the Internet.

e) Despite the great development in laws such as the General Data Protection Regulation (GDPR) In the European Union, there are still differences in legislation from one country to another, which complicates cooperation between countries in this area.

f) Challenges of touch and legal status of digital platforms is becoming increasingly complex as it becomes difficult to determine who is affected and when posting illegal or offensive content on the Internet.

g) Despite the challenges facing legal regulation, laws that guarantee freedom of expression without infringing on individual rights and protect society from digital risks such as fake news remain of paramount importance.

#### 4.2. Recommendations:

a) Developing legal frameworks and digital legislation in line with rapid technological developments to ensure the protection of individuals and their digital rights, taking into account coordination between countries to address cross-border challenges.

b) Develop uniform laws to protect personal data globally, taking into account cultural and technological differences between countries.

c) Encouraging the use of digital media to promote constructive social interaction, contribute to spreading social and cultural awareness in a positive way.

d) Developing awareness initiatives that contribute to improving the use of the Internet by spreading the culture of and Digital guardian.

e) Focus on digital education to develop individuals' skills in dealing with digital information consciously, including how to distinguish between reliable and misleading news.

f) Establish mechanisms that guarantee freedom of expression online without allowing this right to be used to spread hate speech or incite violence. This includes continuous evaluation of digital content.

g) Strengthening the role of digital media in combating fake news by establishing reliable mechanisms to examine content and identify its sources.

h) Countries adopt clear laws that define the role of digital communication platforms in monitoring misleading or inappropriate content the Legal and protection.

i) Digital platforms should commit to developing tools to combat digital violence and discrimination and effectively monitor illegal activities on their platforms.

j) Support the training of lawyers, legislators and decision-makers to understand the challenges of modern technologies such as artificial intelligence and their impact on digital communication practices so that they can formulate more accurate and appropriate legislation.

k) Directing efforts to train individuals on correct digital communication practices to ensure the efficient use of the Internet. And I believe5.

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## Challenges of combating fake news in digital media

### تحديات مكافحة الأخبار الكاذبة في الإعلام الرقمي

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#### مستخلص:

مع الانتشار الواسع لوسائل الإعلام الرقمية، أصبحت الأخبار الكاذبة ظاهرة متنامية تهدد استقرار المجتمعات، مما يستدعي بحثًا معمقًا في طبيعتها وتأثيرها. يهدف هذا البحث إلى دراسة طبيعة الأخبار الكاذبة وأنواعها ودورها في تشكيل الرأي العام عبر وسائل الإعلام الرقمية. كما يتناول البحث أهمية التثقيف الإعلامي في الحد من انتشارها من خلال تعزيز مهارات التفكير النقدي لدى الجمهور.

يركز البحث على الإعلام الرقمي، موضحًا مفهومه وخصائصه، والتحديات التي يواجهها في مكافحة التضليل الإعلامي، بالإضافة إلى استعراض الحلول المقترحة للتعامل مع هذه التحديات. وأخيرًا، يناقش البحث الإطار القانوني والتشريعي لمكافحة الأخبار الكاذبة، مسلطًا الضوء على المعوقات التي تواجه المشرعين في تحقيق التوازن بين حرية التعبير والتحكم في المحتوى الإعلامي. ويخلص البحث إلى ضرورة تكامل الجهود القانونية والتقنية والتربوية لمواجهة هذه الظاهرة بفعالية.

الكلمات المفتاحية: الأخبار الكاذبة؛ الوعي الزائف؛ التضليل الإعلامي؛ الإعلام الرقمي؛ الرقمنة.

**Abstract:**

With the widespread spread of digital media, fake news has become a growing phenomenon that threatens the stability of societies, which calls for in-depth research into its nature and impact. This research aims to study the nature of fake news, its types, and its role in shaping public opinion through digital media. The research also addresses the importance of media education in limiting the spread of this news by enhancing critical thinking skills among the public.

The research focuses on digital media, explaining its concept and characteristics, and the challenges it faces in combating media misinformation, in addition to reviewing proposed solutions to deal with these challenges. Finally, the research discusses the legal and legislative framework for combating fake news, highlighting the obstacles facing legislators in achieving a balance between freedom of expression and controlling media content. The research concludes with the necessity of integrating legal, technical, and educational efforts to effectively confront this phenomenon.

**Keywords:** fake news; Fake awareness; Media misinformation; digital media; Digitization.

**INTRODUCTION:**

Our current era -the era of technology, digitization and information- has witnessed widespread progress and development in transmitting exclusive news and developments across various networks, including the circulation of fake news, which has received great interaction from members of societies. Society is currently facing great challenges in accessing correct information in light of the tendency of many readers and viewers to fake news at the expense of useful media. Due to the spread of the culture of sensationalism, rumors, and fake news which directly threatens the future of democracies.

With the emergence of social media, misinformation and false information have taken on new dimensions, as false news spreads like wildfire, causing severe damage to the reputation of journalism and putting it in jeopardy. This crisis does not only threaten media professionals, but its effects extend to citizens and societies. In a world controlled by speed and free information available to everyone, every individual has become a potential publisher. However, this openness to publishing has made citizens face a bitter challenge in distinguishing between truth and falsehood, and amidst this chaos, theories flourish. Conspiracies and extremist views take hold while the facts and even the legitimacy of institutions that have long been considered the pillars of societies are called into question. In the face of this challenge, newsrooms are struggling to restore their historical role as guardians of the truth, but their mission has become more complex in light of the rise of misinformation, which has become a major player in the media landscape.

### 1.1. Study problem:

With the rapid development of digital media, complex legal challenges have emerged related to regulating content, protecting digital rights, and combating fake news without prejudice to freedom of expression. The main problem of this study is to investigate the extent of the efficiency of current legislative frameworks in confronting these challenges, and to what extent it is possible to achieve a balance between digital media freedom and legal responsibility without compromising the basic rights of individuals and communities.

### 1.2. The importance of the study:

The importance of this study stems from the increasing role of digital media in shaping societal awareness, and the resulting legal challenges related to regulating content, protecting privacy, and combating misleading information. The study also contributes to highlighting the need to develop balanced legislative frameworks that achieve a balance between freedom of expression and legal

responsibility, which enhances the credibility of digital media and limits its negative effects on societies.

### 1.3. Study objectives:

This study aims to achieve a set of the following objectives:

- a) Analyzing the legal framework for digital media and exploring the legislation regulating it.
- b) Identify the legal challenges facing regulating digital content, including fake news and misinformation.
- c) Evaluating the role of legislation in achieving a balance between freedom of expression and legal responsibility.
- d) Reviewing legal and technical solutions to confront problems associated with digital media.
- e) Proposing effective legal mechanisms to enhance the credibility of digital media and protect users' rights.

### 1.4. Research Methodology:

This study relies on the descriptive analytical approach, where the legislation and laws regulating digital media are analyzed and the legal challenges associated with it are studied.

### 1.5. Search structure:

The researcher divided this research into an introduction in which she explained the problem of the research, its importance, the desired objectives, and the approach followed, and two sections in which the first section dealt with the nature of fake news, and in the second section she addressed the challenges facing combating fake news through digital media, then a conclusion that included the results, recommendations, and a list of references that were used in writing the research.

## 2. The first topic: The nature of fake news

The era of digitization and information is witnessing an unprecedented boom in the circulation of news and developments via social media platforms. However, the phenomenon of fake news has

emerged, which has spread widely and sparked great interaction among various segments of society. In this context, we seek to explore the roots of the emergence of this fake news, and how it has contributed to distorting public awareness and forming opinions. We will also discuss the main factors that contributed to its spread and the impact of social media platforms on amplifying this phenomenon.

### 2.1. First: The emergence of fake news

The first incident of false news goes back to the beginning of creation, with our father Adam and our mother Eve, peace be upon them, when Satan whispered a trick to them. He addressed Adam with a phrase that showed advice and guidance, saying: "O Adam, shall I direct you to the tree of eternity and a kingdom that does not fade away?" (Taha, p. 120). Satan was able to seduce them with his masterful style and gentle speech, which prompted them to eat from the forbidden tree so that their true selves would be revealed and their clothing would fall from them, as it was mentioned in the Holy Qur'an, and the lies were not limited to that incident, as it was repeated throughout history in the stories of the prophets and messengers, as the leaders of the people used false news to distort their call and distance people from following them in order to preserve their authority and interests.

In the modern era, fake news played a pivotal role in major conflicts, especially during the two world wars. In the First World War, countries relied on rumors to mislead the enemy and boost morale, just as the British newspapers did when they claimed that a million Russian soldiers had landed in Aberdeen to protect Britain. In the Second World War, the Nazi regime, led by Adolf Hitler, excelled in employing political propaganda and assigned the task to Joseph Goebbels, who was famous for his saying: "Lie and then lie until people believe you." This propaganda included massive lies from Among them is exaggerating Germany's military capabilities, such as claiming to have weapons that turn humans into steam (Butmin, 2021, p. 211).

In recent years, the term “fake news” has gained wide international fame, thanks to US President Donald Trump, who made it the focus of his attacks on the media during his first year in the White House. He used the term in 196 tweets out of 2,608 that he published, criticizing news that conflicted with his vision and considering it hostile to him. By the end of 2017, the term “fake news” had turned into a symbol of political and media controversy, becoming an integral part of public discourse in the digital age, and it had become a tool. Individuals and institutions use it to achieve multiple goals, such as financial profit, distorting reputation, or influencing public opinion, which reflects the transformation of fake news into an effective weapon in the age of digital media.

## 2.2. Second: The concept of fake news

With the widespread spread of the Internet and social networking sites, the phenomenon of fake news has become an issue of global dimensions, as many countries suffer from its negative repercussions. This phenomenon contributes to causing chaos, spreading rumors, and destabilizing, which prompted governments to make efforts to confront it and reduce its destructive effects on societies (Aldrin 2011-p78). Fake news is one of the most harmful means that relies on spreading lies and promoting false conversations, with the aim of negatively impacting societies (Aldrin, 2003).

Fake news seeks to destabilize societies, whether on the religious, social, or cultural level, which leads to weakening the ties between its members, and undermining fake news concepts whose definitions vary according to the opinions of researchers and practitioners. For example, (Lazer, 2018) explains that fake news is: “stories that have been fabricated and presented as if they were coming from reliable and legitimate sources, and are promoted through social media with the aim of deceiving the public to achieve ideological or financial gains,” while Zhang et al. al)) They consider that fake news includes all types of false news or stories that are published online for the purpose of deliberately misleading or deceiving readers to achieve financial, political, or other goals. (Oremus,

2017) also believes that fake news is deceptive information that is deliberately designed to resemble legitimate news.

In the same context, (Levy, 2017) defines fake news as: “false claims about the real world, presented in a form and content similar to what is published by official media institutions,” while (Martens et al, 2018) points out that there is no unified definition of fake news in the literature, but they agree on main dimensions that include: the quality of the information, its falsity, the writer’s intention, and the consequences of publishing it. These dimensions help define the concept of fake news, as type and falsity focus on potentially false news. While the intent and consequences reflect the complex nature of this news, which mixes lies and partial truths, with the use of false contexts or misleading images.

On the other hand, (Rini 2017) believes that fake news is reports that mimic the style of traditional media but rely on false information, whose makers know that it is not true. This type of news aims to spread widely and deceive some users, while (Visentin, & Pichierri, 2019) consider it to be fake and misleading stories that aim to manipulate the public.

Fake news is built on foundations and contents devoid of educational and moral values, which makes it a dangerous tool aimed at tearing apart unity, harming the nation’s gains and weakening confidence in the pillars of the societal entity. Its impact extends to threaten social security and negatively affect public stability, which makes confronting it an imperative necessity to preserve the nation’s cohesion and capabilities (Lahmar, 2020, pp. 581, 582).

Fake news is often used as a malicious tool to entangle different parties, obstruct the success of others, and distract them from their true goals to achieve personal goals or to sow chaos and division (Al-Khasht, 2019, p. 5).

### 2.3. Third: Types of fake news

- a) Satirical news: It highlights issues or events in a sarcastic manner, making them appear to the recipient as credible, and once spread, they have a great ability to mislead the public.
- b) Misleading news: It relies on providing true information but is used within false contexts, using carefully selected facts and quotes, which makes detecting manipulation in it extremely difficult.
- c) News with deceptive headlines: It relies on crafting attractive headlines that are not related to the actual news content, with the aim of achieving commercial purposes, such as increasing views or public interaction.
- d) Fake news: It is used to direct the recipient towards supporting false positions or changing his perception of a particular issue, as it contains false content that is not based on any basis of truth.
- e) and) Impersonation news: It manifests itself in the creation of fake pages or accounts attributed to prominent political or artistic figures, which are used to spread false information or produce fabricated and edited videos to deceive the public.
- f) Biased news: The recipient's inclinations and beliefs are exploited to provide fabricated content that gains his support, even if it is false. Some media outlets play a pivotal role in disseminating this news, exploiting the audience's interaction with what is consistent with their personal convictions (Morbaei, 2021, p. 344).

### 2.4. Fourth: The phenomenon of fake news in light of media empowerment

The limited ability of individuals to distinguish between facts and opinions is one of the most prominent factors that lead to the wider spread of fake news within societies. The public's lack of willingness to verify the authenticity of news circulating through social media and traditional media before adopting it makes them more vulnerable to consuming misleading information. To address this phenomenon, practical measures are required to enhance media education and media literacy with the aim of enabling individuals to differentiate between facts and opinions.

Regarding the dangers of fake news and the role of media education in reducing its negative effects, the study (Higdon, 2020) showed a group of dangerous effects caused by fake news, most notably inciting moral panic, promoting extremism, undermining the role of newspapers, media and organizations, in addition to threatening democracy and the political system.

The study also indicated that social media networks play a pivotal role in promoting the spread of fake news through the use of artificial intelligence algorithms and echo chambers that influence the formation of individuals' opinions, and it explained that some fake news Ethnic classifications based on religion or color are promoted, which harms the credibility of media outlets and organizations and leads to their marginalization. The study concluded that the solution lies in critical education, which enhances the skills of analysis and information search, and gives individuals the ability to distinguish between facts and opinions.

This can be achieved by providing training courses, whether digital or live, and including media education within the school curriculum, in addition to disseminating awareness messages by relevant institutions and organizations.

Within the framework of studying the phenomenon of fake news and its relationship to media education, research aimed to analyze the journalistic curricula that teachers should focus on when teaching students in the Middle East and Africa. The study included an evaluation of journalism and media curricula at the first university level in eight countries, including four English-speaking African countries (Zimbabwe, South Africa, Kenya, Uganda) and four countries in the Middle East (Jordan, Lebanon, Palestine, Egypt). The results revealed the dominance of traditional curricula with an urgent need to develop them. In line with contemporary media challenges (Bebawi, S, 2019)

In the context of studying methods for detecting fake news spread by social media, the study (Simmons, T) emphasized the importance of verifying and analyzing the authenticity of information, noting that this responsibility falls on both media practitioners and news consumers. The study also

stressed the role of media literacy in enhancing individuals' ability to distinguish between facts and satirical or fake content (Simmons, 2018, p. 255-268), and the study highlighted the importance of understanding the reasons behind the spread of fake news. Fake news, which contributes to developing individuals' skills in media literacy, this includes mastering the methods of analyzing news and understanding the methods of producing and interpreting it, in addition to sharing it in an ethical and honest manner. Achieving these skills contributes directly to improving the media environment and enhancing its credibility.

### 3. The second topic: The challenges facing combating fake news through digital media

Digital media is one of the most prominent manifestations of the technological revolution that the world has witnessed in the last two decades, as it has radically changed the way individuals interact with and exchange information, and has led to the emergence of digital platforms that allow instant communication and access to news and media content easily and conveniently. In light of this rapid development, digital media has become an integral part of the daily lives of individuals, to include platforms such as social networking sites, blogs, electronic news sites, and interactive channels that provide new opportunities for communication and interaction.

With these advantages provided by digital media, a group of challenges have emerged that hinder its development and limit its effectiveness, whether at the technical, legal or ethical level. From challenges related to digital security and protecting personal data to those related to verifying the authenticity of published information and content, digital media requires continuous keeping up with these issues to ensure the continuity of the positive impact of these means.

#### 4.1. First: Definition of the media

Al-Hamdani defined the media as: "An organized process that aims to raise awareness, educate, and guide, with a focus on persuading various segments of society by providing diverse and influential content." The role of the media is to provide individuals with accurate information, reliable

#### 4.2. Second: Definition of digitization

Digitization in the media means converting all data and information related to the media into a digital form based on numbers, so digital-based media is called (Online Media), which includes multimedia such as visual images and audio (Ibrahim, 2021, p. 57).

#### 4.3. Third: Definition of digital media

Qaddouri defined digital media as: "a set of modern digital methods and activities that allow the production, dissemination, and reception of media content in its various forms via electronic devices and media connected to the Internet, within the framework of an interactive process between the sender and the receiver (Qaddouri, 2023, p. 13), and Ismaili defined it as: "media that goes beyond the traditional role of news media, as it enables individuals to interact and participate directly in making and disseminating news at a rapid speed. Digital media is characterized by vitality and continuous renewal, taking advantage of Internet technology and modern media technologies that provide Various services (Ismaili, 2022, p. 80), while "Fakih" described digital media as: "the use of Internet technology to disseminate and exchange news and information and conduct communication operations via electronic devices with the aim of achieving social, cultural, political and media communication (Fakih, 2017, p. 129).

Based on the previous definitions, it is clear that digital media includes all forms of news and communication that take place via the Internet, whether through websites, social media platforms, or even email.

#### 4.4. Fourth: Advantages of digital media

Digital media has revolutionized the world of communication as it has removed geographical and time barriers, making the world appear like a small village whose residents communicate in moments. This type of media has provided diverse content that covers all fields in a simple and easy-to-understand manner, making it close to all categories of users (Talabi, 2016, p. 6).

Technical development in this field has opened wide horizons, as the enormous capacity to store data has provided a rich diversity of communication elements, giving individuals great flexibility to choose what suits their needs and communication goals (Fadl, 2018, p. 143).

Digital media is also characterized by its integration of multimedia, including texts, images, videos, and sounds, which gives it an exciting and attractive character that makes it the first choice for users looking for an integrated communication experience (Reid Chassiakos, 2016, p.2). Communication witnessed a qualitative leap with digital media and transformed from a traditional linear process into a live interactive experience, and the recipient was no longer just a consumer of information, but rather became an active participant in discussion, dialogue, and inquiry, making digital media a fertile field for innovation. And dynamic communication

Ease of use is an incomparable advantage, as individuals from different groups can deal with digital media without complexity or great effort, which has enhanced its popularity and spread (Mahmoud, 2021, p. 327). In addition, digital media combines the advantages of personal and mass media, avoiding the disadvantages of each (Crosbie, 2015, p. 4).

The contributions of digital media did not stop at entertainment or communication only, but rather extended to include education and the transfer of knowledge by making e-books available, holding virtual meetings, providing news, and contributing to spreading social and political awareness.

In short, digital media is not just a means of communication, but rather a wide window that opens limitless horizons for knowledge and communication, making it an essential pillar in the modern digital age.

#### 4.5. Fifth: The challenges facing digital media in combating fake news

Digital media faces complex challenges related to regulating content, protecting digital rights, and combating fake news without compromising freedom of expression. There is a need for a balanced legislative framework that keeps pace with technological developments and preserves the rights of individuals and communities. We will explain the most important of these challenges as follows:

- a) Threat to privacy: Digital media significantly threaten users' privacy, as huge amounts of personal data are stored and analyzed by government and private institutions, and the data stored in different databases is often compared, which doubles the possibility of violating privacy and exploiting personal information (Faqih, 2017, p. 130).
- b) Misuse of digital media: Digital media - especially social media platforms - can be exploited negatively by some individuals, as they are used to defame others, harass, spread rumors, and falsify information (Ibrahim, 2021, p. 68).
- c) Threat to the security of individuals: These means are a platform for some operations that threaten the security and safety of individuals, such as publishing terrifying images and broadcasting criminal content, which raises anxiety among people. Among the most prominent of these operations is the spread of electronic crimes, including electronic blackmail, piracy (hackers), and the threat of revealing and publishing personal data, with the aim of obtaining material gains. In addition, these means can be exploited to spread destructive ideas through anonymous sites run by local and international organizations aimed at undermining morals, falsifying values, and spreading deviation, which represents A clear threat to the family and society (Abdel-Gawad, 2017, p. 200).

d) The spread of computerized propaganda and the targeting of trust: Disinformation campaigns have increased and the exploitation of technology to undermine public trust in reliable news.

e) The collapse of the traditional media business model: The inability of traditional advertising to compete with digital advertising has undermined the funding sources of news organizations, resulting in the layoff of large numbers of journalists.

f) The dominance of large companies in digital advertising: With the shift of advertising from print to digital media, technology giants such as Google and Facebook became the main beneficiaries, while journalism was unable to secure a sustainable financing model.

g) Digital transformation of the news production process: Digital tools have imposed a faster pace in assigning journalistic assignments, production, and publishing, which has increased pressure on journalists and led to a decline in job opportunities in the field.

h) Electronic harassment: Journalists - especially women - have become vulnerable to online harassment, which has negatively affected their psychological and physical safety, in addition to threatening their sources and audiences.

Despite these challenges, the digital age remains a double-edged sword, as it opens wide doors for creativity and innovation, but at the same time it undermines the traditional foundations on which the media industry has long relied.

## 5. Conclusion:

At the conclusion of this research paper, entitled "Challenges in Combating Fake News in Digital Media," which was divided into two sections, the first section dealt with the nature and types of fake news, and the second section dealt with the challenges facing combating fake news through digital media. We reached a set of results and recommendations that we review as follows:

### 5.1. Results:

a) The inadequacy of traditional legislation in confronting the phenomenon of fake news, as most of the current legal systems are not prepared to deal with the rapid development of digital

media, which requires the development of new laws that focus on combating fake news and addressing the challenges associated with it.

b) Seeking to limit fake news sometimes leads to unjustified restrictions on freedom of expression, requiring a careful balance between combating misinformation and protecting fundamental rights.

c) The increasing reliance on technology to detect fake news and data analysis techniques have become essential tools in monitoring and classifying misinformation, which reinforces the need for legal regulation of these technologies.

d) The spread of misinformation leads to a loss of trust in the media and government institutions, causing social unrest and negatively affecting the economy and societal stability.

## 5.2. Recommendations :

a) Formulate new laws specialized in combating fake news, taking into account the nature of the digital environment, and clearly defining the responsibilities of individuals and digital platforms.

b) Establishing unified international legal frameworks and cooperation mechanisms between countries to combat cross-border fake news, while promoting the exchange of information and technologies between governments.

c) Encouraging the development and use of artificial intelligence technologies and data analysis systems to monitor misleading news and limit its spread more quickly and accurately.

d) Launching comprehensive awareness campaigns to educate individuals on how to verify the authenticity of information before sharing it, while supporting media education to become part of the school curriculum.

In conclusion, combating fake news in digital media constitutes an extremely complex legal challenge that requires integration between national and international legislation, and updating the legal framework to keep pace with rapid technical developments. Despite the efforts made, the battle against fake news cannot be limited to laws alone, but rather requires community awareness and institutional support to develop mechanisms for detecting and treating misleading information. Therefore, success in this battle depends on the combined efforts of governments, organizations and

individuals to achieve a more credible and transparent digital media environment that protects Democratic values and enhance public confidence in information, and building a digital society based on credibility requires a joint commitment between decision makers, the media and the public, to achieve a clean media environment that supports sustainable development, enhances social stability and preserves the values of integrity and transparency.

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## Media coverage of climate change

### التغطية الإعلامية لتغير المناخ

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#### مستخلص:

تُعدّ قضية تغير المناخ من أكثر القضايا البيئية إلحاحًا في عالمنا المعاصر، إذ تُهدد مستقبل الأرض وسكانها من خلال آثارها السلبية على البيئة والصحة والاقتصاد. وتُعدّ التغطية الإعلامية لهذه القضية بالغ الأهمية في نشر الوعي العام بالآثار المحتملة لتغير المناخ، بالإضافة إلى التأثير على السياسات العامة وصنع القرار على المستويين المحلي والعالمي.

ومع ذلك، ركزت الدراسات التي تناولت تصوير الإعلام لتغير المناخ على المجتمعات الغربية التي التزمت بخفض انبعاثات غازات الاحتباس الحراري بموجب الاتفاقيات الدولية، والدول المتضررة بشدة من عواقب تغير المناخ. ومع ذلك، تتفاوت مستويات الاهتمام الإعلامي بشكل عام، وكذلك مدى نموه بمرور الوقت، متفاوتًا كبيرًا بين الدول.

تؤثر الأزمات البيئية العالمية المتمثلة في تغير المناخ وفقدان التنوع البيولوجي والتلوث على حياة العالم، وتلعب وسائل الإعلام البيئية دورًا رئيسيًا في كيفية فهم العالم لذلك. فلا يقتصر دور الصحفيين الذين يغطون القضايا البيئية وتأثيرها على رفع مستوى الوعي لدى الجماهير المعزولة - الذين يعتقدون دون قصد أن أزمة المناخ لا تؤثر عليهم - بل يغطون القضايا البيئية أيضًا. إنهم مؤرخون للتحدي الرئيسي الذي يواجه البشرية ويلعبون دورًا في محاسبة صانعي السياسات على هذه الأزمة.

تدور مشكلة الدراسة حول سؤال مهم وهو: هل التركيز على الأبعاد العلمية والتقنية للقضية، أم أن هناك المزيد من النقاش حول الأبعاد السياسية والاقتصادية والاجتماعية؟ كما يعرض البحث التحديات التي تواجه وسائل الإعلام في تغطية هذه المشكلة، بما في ذلك نقص المعلومات الدقيقة وعدم تفاعل الجمهور مع الموضوع بالطريقة المطلوبة.

تهدف هذه الدراسة إلى استكشاف كيفية تعامل وسائل الإعلام مع مشكلة تغير المناخ ومدى تأثير هذه التغطية على المجتمع، مع التركيز على أهمية توفير معلومات علمية دقيقة وموثوقة تدعم الجهود العالمية لمكافحة هذه الظاهرة.

الكلمات المفتاحية: تغير المناخ؛ التغطية الإعلامية؛ الوعي البيئي؛ الصحافة البيئية؛ الإعلام الرقمي؛ تحديات الإعلام، المجتمع المدني، السياسات البيئية.

**Abstract:**

The issue of climate change is one of the most pressing environmental issues in the contemporary world, as it threatens the future of the Earth and its inhabitants through its negative impacts on the environment, health, and economy. Media coverage of this issue is considered crucial in spreading public awareness about the potential effects of climate change, in addition to influencing public policies and decision-making at the local and global levels. However, until now, studies on the media representation of climate change have mostly focused on Western societies that have committed to reducing greenhouse gas emissions under international agreements and countries that are severely affected by the consequences of climate change. However, Levels of media interest in general as well as the extent of growth over time vary strongly between countries.

The global environmental crises of climate change, biodiversity loss and pollution affect the lives of the world, and environmental media plays a major role in how the world understands this. Reporters who cover environmental issues and their impact not only raise awareness among isolated audiences - who unwittingly believe that the climate crisis does not affect them - but they cover environmental issues. They are chroniclers of the major challenge facing humanity and play a role in holding policymakers accountable to this crisis.

The problem of the study revolves around an important question, which is: Is the focus on the scientific and technical dimensions of the issue, or is there more discussion of the political, economic, and social dimensions? The research also presents the challenges facing the media in covering this problem, including the lack of accurate information and the public's lack of interaction with the topic in the desired manner.

This research aims to study and analyze how the media deal with the problem of climate change, with a focus on the role of the media in conveying information related to climate change,

and how these means can influence the formation of public opinion and direct it towards taking concrete measures to deal with this problem.

This study aims to explore how the media addresses the problem of climate change and the extent of the impact of this coverage on society, with a focus on the importance of providing accurate and reliable scientific information that supports global efforts to combat this phenomenon.

**Keywords:** Climate change; Media coverage; Environmental awareness; Environmental journalism; Digital media; Media challenges; civil society; Environmental policies.

## INTRODUCTION:

Anthropogenic climate change is a global problem, resulting from various human activities around the world, such as transportation, electricity consumption, and livestock farming. Greenhouse gases resulting from these activities contribute to an increase in average Temperatures on all continents and in global changes in climatic conditions that have impacts on the natural and social worlds, and political institutions around the world and at the international level are interested in mitigating the effects of climate change and adapting to it, in order to mitigate the effects of climate change because the problem constitutes a social dilemma on a global scale.

The problem of climate change affects many aspects of daily life, from human health, to agriculture, to the economy. Despite its potentially catastrophic effects, community awareness about this issue remains weak if it is not addressed properly in the media. In this context, media

coverage plays a pivotal role in raising awareness and directing public opinion about the necessity of taking quick and effective measures to confront climate change.

### 1.1. Research problem:

The research problem is to answer a number of questions:

- a) How effective is media coverage of climate change?
- b) What challenges do the media face in presenting information about climate change in a clear and accurate way?
- c) Can the media raise awareness and motivate society to take concrete steps to protect the environment?
- d) How is the issue of climate change presented in different media?
- e) What is the impact of media coverage on the public's understanding of the environmental issue?
- f) Does media coverage contribute to motivating public opinion to take the necessary measures to reduce the effects of climate change?
- g) How can media coverage of climate change be improved to enhance its impact on society?

### 1.2. Importance of research:

The importance of the research is gained by highlighting the role of the media in enhancing environmental awareness about the problem of climate change, which is one of the issues that requires an immediate global response. The research also helps in understanding the difficulties facing the media in providing appropriate and accurate coverage of this problem. Through this study, media strategies can be identified that contribute to changing patterns of thinking and behavior in society, which contributes to taking effective measures to combat the effects of climate change.

### 1.3. Research objectives:

- a) Analyze the extent of media coverage of climate change through traditional and digital media.
- b) Study the challenges facing the media in providing accurate and reliable information about climate change.
- c) Evaluating the impact of the media in raising public awareness about the effects of climate change and the urgent need to work to address it.
- d) Proposing mechanisms to improve media coverage of climate change issues to have a greater impact on society.

### 1.4. Research Methodology:

The research will rely on the descriptive analytical approach to determine how the media addresses the issue and the accuracy and effectiveness of the messages directed to the public.

### 1.5. Research structure:

The research was divided into two sections: the first section, media coverage of the issue of climate change, and the second section: challenges facing media coverage of the problem of climate change, and a conclusion that includes the results, recommendations, and a list of references used in writing the research

## 2. The first topic: The role of new media in climate change

New media, or what is known as digital media, are among the most prominent tools that have helped increase awareness about the issue of climate change in recent decades. The role of new media is to transform the issue of climate change from a mere scientific topic into a cross-border social and political issue in which everyone can participate. New media includes Internet

platforms such as news sites, blogs, social media platforms, podcasts, and other means that have a great ability to reach a wide audience.

a) **Promoting global awareness about climate change** New media effectively contributes to spreading awareness about the seriousness of climate change by publishing scientific reports, graphs, videos, and educational materials via the Internet. A platform like

b) **Providing spaces for community participation and dialogue:** New media is not only limited to disseminating information but also allows the global community to share their opinions and ideas through platforms such as forums, comments on articles, and hashtags. For example, the #FridaysForFuture campaign launched by Swedish activist Greta Thunberg has become a global issue in which young people around the world express their concern about the climate.

c) **Social behavior change** New media can, through innovative media campaigns, contribute to stimulating more sustainable environmental behaviors, for example a campaign that calls for reducing the use of plastic, or raising awareness about using public transportation instead of private cars. These campaigns can reach thousands of people and contribute to changing their daily behaviors.

d) **Integration of data and scientific research** Thanks to modern technological tools, new media can disseminate environmental information based on accurate scientific research. Interactive tools such as virtual conferences and advanced digital maps allow users to monitor the global impacts of climate change through live data. Platforms such as YouTube illustrate with video clips the environmental impacts of climate change through animation, which helps simplify complex environmental concepts.

e) **The role of influencers in spreading environmental messages** Through platforms such as Instagram and YouTube, environmental influencers have played a pivotal role in directing their followers' attention towards climate issues. These influencers often promote more sustainable lifestyles and promote awareness messages on how to address the effects of climate change.

f) **Pressure for political change** New media has opened the way for human rights organizations, environmental organizations, and even individuals to pressure governments and major corporations to address the challenges of climate change, and digital environmental awareness campaigns provide a space for the public to demand political action aimed at addressing the climate crisis at the national and international levels.

Although a number of studies have explored media interest in climate change, most are single case studies, providing data for specific countries. (Janashia, 2022) However, as a result of their different analytical perspectives, research questions, time frames, media analyzed, data and methods, it is difficult to compare their findings, and comparative research in turn is missing despite being described as particularly essential in climate change media. To understand the extent, nature and geographical areas of such issues, UNESCO has collected data from multiple sources and analyzed information on a variety of topics (Optic, p. 4).

Collectively, these journalists and media outlets have covered a wide range of topics, from the causes of climate change such as mining, deforestation, and the fossil fuel industry, to environmental issues that directly impact their communities, such as corporate encroachment on their resources, land grabs, mega projects, and the fallout from extreme weather events. In doing so, they have not only shed light on issues happening in their own backyards but also produced knowledge about how the global climate crisis manifests itself at the local level. (Sheffer, 2015).

The way the media covers an issue affects how effectively societies deal with the problem. As climate change takes hold, people will demand information about what is happening and what they and their governments can do about it. Wise and responsible media managers see climate change as an opportunity to grow and better serve these audiences. Even if the media does not influence policies directly, they influence the environment in which policies are formulated. Through their reporting, the media can prepare audiences to confront climate change. Covering

climate change through the media builds a social relationship between the scientific community, scientists, and policy makers. and the general public) Ivanisheva, 2021).

The media in developing countries can inform the international public, attract their attention, and ultimately promote cooperation to deal with the situation. Climate change is not just a scientific story, but it carries in itself many stories of human concern. The media can make people aware of the challenges and the need for effective measures. Experts on this subject confirm that the challenges of human-induced climate change can be solved by promoting climate-friendly behavior in which the media can play an important role.

Media attention measures the outcome of this competitive selection process, i.e. the amount of attention given to one issue compared to the amount of attention given to other issues at the same time. This basic quantitative measure is therefore a crucial indicator of the construction of social problems. Although it does not reveal how climate change is framed or what actors are involved in the media debate, it may have important implications for different societal spheres: the amount of space the media devotes to information and debate about climate change indicates the importance of the issue and is likely to influence the general public's awareness of the problem and its priority. given to her by politicians.

There is a wealth of climate information and engagement methods that use new media, including oppositional approaches, and new media play an important role in disseminating what he calls "climate skeptical discourses":

- a) He finds that these discourses in new media have been used to support more mainstream reporting of conflicting climate viewpoints.
- b) New media contribute to the volume of contradictory climate discourses.

c) New media have a significant impact on climate discourse, citing among other evidence the influence of opposition bloggers in influencing the committee examining the IPCC report.

When considering the role of new media in dealing with climate change, three main overlapping themes emerge:

### First: information

It is clear that new media offer individuals a wealth of previously inaccessible information on an endless range of topics, but how is this source of information being used and perhaps abused? There are currently more than 35 million websites containing the terms 'climate change', 'global warming' or 'global warming', and climate change information is available through new media through a range of professional bodies, such as government; companies; Even scientists themselves, it is suggested, individuals who search the web for information about climate change are often prompted to do so by an element in traditional news media. However, it is precisely the availability of information that represents one of the biggest challenges faced by new media. Individuals can be inundated and overloaded with information. How can one find useful, high-quality information?

Individuals use search facilities through agents such as Google and Yahoo to navigate through this sea of information and access the information they need. However, searching new media requires special skills. They reveal that although there is an intuitive assumption that users are expert searchers, it is dangerous to assume that digital literacy and information literacy go hand in hand. Although there is no data relating to search activities on climate change specifically, it may follow that individuals searching for climate information do not also evaluate the source of the information. which they encounter effectively (Mukata, 2022).

A range of professional bodies provide climate information and engagement tools online. This wide range of bodies can meet the needs of different audiences with tailored and targeted information for climate engagement. The growth of new media has provided ways for established institutions, as well as grassroots organizations, to engage individuals in ways that are more personally meaningful. For example, it invites individuals to publish their own interpretations of the cultural dimensions of climate change: “Share with us your photos that record how climate change is changing where you are.” Tell us how you feel about the environmental changes you are witnessing. Facebook is another example of how individuals can get more Of personally relevant information.

### **Second: Interactivity**

The second major theme is interaction with new media. Web technologies provide new opportunities for individuals to interact with many other people and create their own content online. Much has been achieved through the form of communication between many new media. Web technologies - especially in individual web spaces - create opportunities for people to receive, participate in, and create their own content. An example of this is the online encyclopedia Wikipedia.

The entry “Global Warming” has been edited by thousands of individuals, and new media use something like the Internet. Take for example the Facebook application again which simultaneously engages multiple audiences, encouraging the viewer to take a number of pre-determined behavioral actions specific to a set of situations. Most importantly, the user is then encouraged to send a link to the application to their friends, reporting which group they belong to and also encouraging their friends to participate.

Another problem with these engagement processes is a lack of follow-up or non-adherence to behavioral actions, and without a supportive community to remind, repeat and reinforce

emission reduction options, new engagement methods in media mitigation are unlikely to engage individuals superficially (Horsley, 2020).

The website is a multimedia messaging hub and contains videos, a user-generated weblog, news, downloads and a carbon footprint calculator. On the website is the statement: "Everyone, no matter their age or where they live, can take action to reduce their carbon footprint." The online participants were randomly assigned into groups to ensure diversity of opinion, were led in online deliberations by a trained moderator, and had enough to demonstrate this as a viable engagement approach that may ultimately be more relevant to the issues, On a global scale such as climate change.

### **Third: comprehensiveness**

New media agents are enabling and enhancing communication and engagement between individuals, communities, organizations and others regarding climate change, but are individuals actually interacting?

A previous section describes how access to new media is expanding to include diverse geographic and socio-economic populations, providing new opportunities to engage individuals on the issue of climate change, yet access to or acceptance of new media technologies remains more limited in poorer, rural and older populations. About three-quarters of the world's population do not have access to the Internet (Holya, 2023).

New media are more inclusive in that they allow approaches to engagement to begin with few facilities and resources. This suggests that at least some important skills in content creation and management are needed. New media can increase the inclusiveness of engagement at the grassroots level. They can also reduce the perceived distance between scientists, institutions and their audiences. New media have enabled the disruption of the traditional scientific review process by launching Nature's electronic resources, including online publishing.

Each case study provides a more illustrative example of how the three interacting themes of information, interaction and inclusivity in new media engage audiences with the issue of climate change.

### 3. The second topic: Challenges facing media coverage of the problem of climate change

The issue of climate change is one of the most important environmental issues facing the world today, but media coverage of it faces many challenges that hinder spreading awareness about its seriousness and dimensions. The most prominent of these challenges are as follows:

#### 3.1. The complexity of the issue and the difficulty of simplifying it to the public:

Climate change is a complex scientific issue that requires a deep understanding of the environmental, chemical, and physical factors associated with it. Journalists often face difficulty in simplifying this scientific information to the general public in an understandable way without sacrificing scientific accuracy, which leads to weak public interest in climate-related content compared to other topics that are clearer and easier to understand.

#### 3.2. Media bias and economic interests:

Media coverage sometimes suffers from biases resulting from economic and political interests. Some media organizations may have common interests with major industrial companies responsible for greenhouse gas emissions, which lead to downplaying the importance of the issue or promoting misleading information that downplays the severity of the crisis or casts doubt on its existence. Some governments may also put pressure on the media to limit coverage of the issue or highlight only certain aspects of it.

#### 3.3. Breaking news dominates media priorities:

The media tends to focus on breaking news and stories that quickly attract viewers, such as political crises, natural disasters, and wars. Since climate change is considered a long-term issue

and not an immediate one, it is often marginalized in favor of other, more exciting and controversial issues. Even when it is covered, the media may focus only on extreme phenomena such as hurricanes and floods, without addressing the root causes or proposed solutions.

### **3.4. The spread of misinformation and scientific skepticism:**

Media coverage faces a major challenge represented by the spread of misinformation about climate change; as theories are promoted that deny the responsibility of human activity for this phenomenon. This is contributed by some economic and political groups that seek to protect their interests, in addition to some voices that promote unscientific information through social media, which leads to public distraction and questioning of scientific facts.

### **3.5. Lack of specialized training for journalists:**

Media coverage of climate issues requires specialized knowledge of the environmental and scientific field, which many journalists do not have. Environmental media suffers from a weakness in the number of journalists trained to deal with complex scientific issues, which leads to inaccurate or superficial reports that do not provide a clear picture of the issue.

### **3.6. Lack of sufficient funding for environmental media:**

Media outlets specializing in environmental issues are often underfunded, which affects their ability to produce in-depth, independent content about climate change, and many media outlets prefer to invest in topics that generate greater financial returns, such as political or social news, at the expense of environmental issues that do not achieve the same level of advertising revenues.

### **3.7. Weak public interest in environmental issues:**

The media faces a challenge in drawing public attention to environmental issues, as climate change may be viewed as a far-reaching issue compared to the everyday problems people face.

In addition, the use of complex scientific terminology and failure to link the issue to the daily lives of individuals may lead to a decline in interest in it.

### 3.8. Inconsistency in media policies:

Many media organizations suffer from the lack of a clear and continuous strategy for covering climate issues, and interest in the issue is seasonal, as it is focused on only during the occurrence of environmental disasters or the holding of climate conferences, instead of providing continuous and comprehensive coverage that highlights the dimensions of the problem and possible solutions.

### 3.9. Social media influence:

Although social media allows information to spread quickly, it is a double-edged sword when it comes to climate change. While it can be used to raise awareness about the issue, it is also a platform for spreading misinformation and questioning scientific facts, and the algorithms used on these platforms limit the reach of specialized scientific content to the broader public.

### 3.10. Weak coordination between the media and scientific institutions:

There is often a gap between the media and scientific institutions as effective communication channels between scientists and journalists are not always available, resulting in poor access to accurate information, inaccurate reporting of facts or incorrect interpretations.

### 3.11. Lack of human stories related to climate change:

Audiences tend to engage with human stories more than dry scientific reports, but many media outlets do not focus on highlighting the direct impacts of climate change on individuals and communities, such as the impact of floods or droughts on livelihoods, which reduces the emotional impact of the issue on the public.

### 3.12. Lack of comprehensive media coverage:

Media coverage mostly focuses on certain countries, especially major industrialized countries, while the impact of climate change on developing countries and small islands, which suffer disastrous impacts despite their small contribution to carbon emissions, is neglected.

### 3.13. Impact of complex technical terms:

The language used in scientific reports on climate change may be complex and incomprehensible to non-specialists, which leads to the public being reluctant to follow climate-related news. It is necessary to simplify scientific terminology and use easy and direct language without compromising accuracy.

### 3.14. Absence of solutions in media coverage:

Many reports focus on disasters caused by climate change without highlighting possible solutions. This leads to despair and frustration among the public, reducing the incentive to take action or support climate change mitigation policies.

### 3.15. Lack of government support for environmental media:

Insufficient support is provided to the media covering environmental issues in some countries, and independent media are exposed to political or economic pressure if they attempt to expose environmental problems related to the policies of governments or major companies.

### 3.16. Weak media coverage in educational curricula:

Journalists in most universities are not taught how to deal with environmental issues in a specialized manner, which leads to a weak ability of media professionals to convey these issues professionally and accurately.

### 3.17. Changes in audience interests and media trends:

Media coverage tends to follow changing audience interests, and if climate change is not among the issues receiving widespread attention at a given moment, it is ignored in favor of other issues that are more attractive to viewers such as political events or immediate disasters.

### 3.18. Resistance to change by some sectors:

There are fossil fuel-dependent industries that resist media coverage that highlights the environmental impacts of their activities, leading to attempts to influence media content or fund counter-campaigns that downplay climate change or disseminate skeptical information.

The media challenges of covering climate change constitute a major obstacle to public awareness and making effective policies to confront it. To overcome these challenges, the training of journalists in the environmental field must be strengthened, funding for environmental media must be increased, and editorial policies must be developed to ensure balanced and sustainable coverage of climate issues. It also requires concerted efforts between governments, media institutions, and environmental organizations to ensure that accurate information is delivered to the public and stimulate interest in taking real action to confront climate change.

From the above, we see that confronting these challenges requires restructuring the way climate change issues are addressed in the media, by enhancing cooperation between media professionals and scientists, adopting new strategies that make coverage more attractive and influential, and providing the necessary support for independent environmental media, in addition to educating the public about possible solutions instead of focusing only on the risks.

In conclusion, new media is considered an essential element in spreading awareness about the issue of climate change and providing a platform for community participation in possible solutions. Thanks to its ability to reach a global audience and its effectiveness in stimulating change, new media can be one of the main drivers for confronting the climate crisis in the future,

but the challenges posed by this media must be faced to ensure the provision of accurate and influential content.

#### 4. Conclusion:

In light of what was reviewed, it is clear that media coverage of the problem of climate change faces many challenges that hinder the media's role in spreading awareness and motivating society and decision-makers to take effective action. Despite the progress made by some media organizations in adopting a more professional approach to dealing with the issue, the continued presence of obstacles such as scientific complexity, media bias, and the spread of misleading information limits the effectiveness of this coverage.

Therefore, it is necessary to develop more comprehensive and professional media strategies that include enhancing cooperation between journalists and scientists, simplifying scientific concepts without compromising accuracy, and providing the necessary funding to support independent environmental media. Media institutions must also bear their responsibility in providing balanced coverage that reflects the seriousness of climate change, while highlighting possible solutions instead of focusing only on disasters and challenges.

In the end, the media remains a powerful tool in shaping collective awareness, and if harnessed effectively, it is capable of pushing societies and governments towards adopting more sustainable policies, which contributes to reducing the effects of climate change and protecting the future of future generations.

After analyzing the challenges facing media coverage of the problem of climate change, the research reached a set of important results that reflect the shortcomings and opportunities available to enhance the media's role in this issue:

#### 4.1. Results:

- a) Media coverage of climate change remains inadequate compared to its global importance, with the media dominated by more pressing political and economic issues at the expense of long-term environmental issues.
- b) The complexity of climate-related scientific information creates an obstacle for journalists to simplify it for the public, leading to a lower level of public engagement with the issue.
- c) The presence of media biases and the influence of economic and political interests affect the integrity of media coverage, as some media outlets avoid highlighting negative aspects that may harm the interests of major companies or governments.
- d) The spread of misinformation about climate change, whether through traditional or social media, calls into question scientific facts and weakens awareness efforts.
- e) Insufficient specialized training for journalists in the field of environmental media leads to poor quality of media coverage of climate issues, which calls for the inclusion of specialized training programs in environmental journalism.
- f) Limited funding for environmental media limits the ability of media organizations to produce in-depth, independent content, as issues with greater advertising returns are favored.
- g) The weak public interest in environmental issues is due to the media coverage of these issues not being linked to the daily lives of individuals, making them appear far-reaching compared to other social and economic problems.
- h) Media focus on climate-related disasters over potential solutions spreads frustration rather than encourages positive action to address climate change.
- i) The absence of clear and sustainable media policies in many media organizations makes addressing the issue of climate change seasonal, linked only to international conferences or major environmental disasters.

- j) Poor cooperation between media professionals, environmental experts, and scientists leads to inaccurate transmission of information, which affects public awareness of the severity of the climate crisis.

#### 4.2. Recommendations:

113 Based on the results of the aforementioned research, we recommend a set of practical measures to enhance media coverage of the issue of climate change and ensure that accurate information reaches the public and decision-makers. These recommendations include the following:

- a) Allocating fixed spaces in various media outlets (television, newspapers, websites) to follow up on climate change developments instead of covering them seasonally or only when environmental disasters occur.
- b) Develop media strategies that integrate the issue of climate change into daily news bulletins and talk shows to increase community awareness of it.
- c) Training journalists in the skills of simplifying scientific information about climate without compromising accuracy, so that it becomes more clear to non-specialists.
- d) Producing simple visual and graphic content that explains the impacts of climate change and possible solutions in easy and understandable language.
- e) Develop mechanisms to verify climate information circulating in the media and social media, through cooperation with climate experts and scientific bodies.
- f) Imposing strict editorial standards in media organizations to ensure that reports that are inaccurate or influenced by economic and political interests are not published.
- g) Providing government support or independent environmental organizations to fund environmental journalism, ensuring its independence and ability to cover climate issues in depth without financial pressure.

- h) Encouraging media institutions to invest in producing specialized documentaries and programs about climate change and its impacts.
- i) Including specialized courses in environmental journalism within the university curricula of media colleges.
- j) Organizing periodic workshops and training courses in cooperation with climate experts to qualify journalists to analyze climate data and convey it to the public in a professional manner.
- k) Create joint platforms that bring together journalists with climate researchers and experts to facilitate the transfer of scientific information in an accurate and easy-to-understand manner.
- l) Holding periodic conferences between media and scientific institutions to discuss best practices in covering environmental and climate issues.
- m) Promoting successful environmental initiatives and sustainable practices that contribute to reducing the impacts of climate change, rather than simply covering up environmental disasters.
- n) Encouraging the media to provide innovative solutions to environmental problems, such as highlighting modern technologies to combat climate change and successful government strategies.
- o) Media organizations adopt editorial policies that oblige them to cover environmental issues on a regular and sustainable basis.
- p) Establish specific standards for how climate change is addressed in the media, emphasizing the accuracy of information and avoiding exaggerating or underestimating the scale of the problem.
- q) Launching interactive media campaigns that encourage the public to take positive measures to protect the environment, such as reducing energy consumption and reducing pollution.
- r) Use social media effectively to spread environmental awareness, by producing short and attractive content that suits the nature of digital platforms.

- s) Increase interest in covering the effects of climate change in developing countries and small islands that suffer from serious environmental repercussions but do not receive sufficient media coverage.
- t) Highlighting human stories that reflect the impact of climate change on individuals and communities, enhancing the audience's emotional engagement with the issue.

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