

# Journal



# Of P R Research

## Middle East

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**Egyptian Public Relations Association**

Arab Republic of Egypt

Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

**Publications: Al Arabia Public Relations Agency**

Arab Republic of Egypt

Menofia - Shibeh El-Kom - Crossing of Sabri Abo Alam St. & Al-Amin St

Mobile: +201141514157

Fax: +20482310073

Tel : +2237620818

[www.jprr.epra.org.eg](http://www.jprr.epra.org.eg)

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## **New Media Tools between Political Leading and Misleading (Field study) applied on Egyptian university students**

*Dr. Mohamed Ahmed Khalifa Ahmed*

[telseedy@yahoo.com](mailto:telseedy@yahoo.com)

Minia University

### **Abstract**

The aim of this study is monitoring and identifying the impact of internet news, and social networks sites on the political misleading of university students. Moreover; this study tries to answer some questions. This paper focuses on the extent to which these methods affect the intensity of exposure and rely on them as sources of information. Can the public's attitudes towards political participation be shaped by positive enlightenment and participation? Are these means have a role in political misleading or influence in the negative direction? In addition; the study examining misleading methods in social networks news.

The recent study belongs to the descriptive research that aims to describe, analyze, and evaluate the characteristics of a particular group in the most specific situations. The researcher uses the method of the media survey, which is a systematic and scientific method of collecting primary data. The sample survey methodology was applied to a sample of university students in the period from 2014 to 2016 through a questionnaire, as well as a measure of misleading, which was designed by the researcher and reviewed by professors in the mass communication field.

The questionnaire was designed and distributed on the study sample (1000). The sample of the study was randomly selected. The sample of the study consisted of (1000) male and female of university students (Minia, Assiut, Fayoum, Beni Suef university), Al-Jazeera Media Institute; and finally, mass communication, department, Faculty of Arts, Fayoum university.

The results indicated that the credibility of the new media is rising and falling from time to time, especially during the drawing of some of the features of the Egyptian political scene. The results of the questionnaire showed that 72% of the respondents continue to follow the news daily. The results emphasize that 61% of the respondents were very trust in the new media compared with 10% who were somewhat confident in the new media reports, while a number of respondents answered that, they don't have any kind of confidence towards new media and social networks. Moreover, (29%) of respondents said that, they boycotted a source of news because they had lost confidence in it. In addition, the study explained that these websites resort to distortion, deletion, cutting, adding, obfuscation or rewriting the same news with the preparation and misleading of deliberate information and news provided in order to re-form public opinion in favor of the objectives of a particular group or attraction.

***Key words: Media misleading; Social Networks Sites; New media.***

