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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

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University Youth's Follow-up to News and Sports Events in Electronic Newspapers and its Relationship to their Moral Values

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Abstract

The study aimed to monitor the relationship between university youth's follow-up to news and sports events in electronic newspapers, and to monitor the cognitive, emotional and behavioral effects of this follow-up. The study used the survey method, and the study was applied to a sample of 400 individuals from the youth of my universities (Kafr El-Sheikh, representing government universities - Pharoahs University, representing private universities). The study used the questionnaire as a tool for data collection, and the study was applied during the period from 15/1/2021 to 15/3/2021. The study reached a set of results, the most important of which are:

- 1- That 78.5% of the sample members believe that the most important newspaper that they are keen to follow news and sports events in is the Alyoum EL Sabeel newspaper, followed by Al-Ahram newspaper with 32.6%.
- 2- "Following up the results of matches, their summary and technical analysis" came at the forefront of the sports news topics that the sample members are keen to follow, with a rate of 68.9%, followed by "following up the news of players and well-known sports stars" with 55.8%.
- 3- There are cognitive, emotional and behavioral effects on the university youth's follow-up to news and sports events, as it was found that there is no statistically significant relationship between university youth's follow-up to news and sports events and their moral values where (R) was not significant at the 0.05 level, meaning that the values are not affected, Ethical to the degree of concern for university youth to follow sports news.
- 4- It was clear that there is a statistically significant relationship between the degree of keenness to follow up sports news and events in electronic newspapers and the effects of university youth following up sports news and events.

Keywords: University Youth, Sports News and Events, Electronic Newspapers, Moral Values.