

# Journal



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## Middle East

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# Journal of Public Relations Research Middle East

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## **The role of the new media in support of Digital Citizenship of the university students**

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### **Abstract**

The aim of this study to identify the concept of the digital citizenship and the role of the new media and its support to the university students, and to identify the extent of their ability to make optimum use of these modern technology.

### **The importance and Objectives of this study lies in the following:**

- 1-The research aims at understand the nature of the feeling of digital citizenship within the Egyptian people and in particular the university student.
- 2-The scarcity of research and studies that addressed the issue of digital citizenship .
- 3- Identify the role of the media in the dissemination of the culture of digital citizenship among students in the university.
- 4- The extrapolation of the nature of the concept of the digital citizenship to the students of the university.
- 5- The differences between the university students with regard to digital citizenship and variables such as sex, social background, the economic level and the level of education of parents.

### **Conclusion:**

- 1- The femal and male students from Practical Colleges -Study Sample- were more higher in using the social communication websites, their percent reached 64.5% , in comparison with Students from Theoretical Colleges as their percent reached 35.5%.
- 2- The site face book came in the Front of the social means most commonly used by the university students study sample.
- 3- 91.4% of univesity students were unfamiliar with Digital Citizenship whether males or females and there were no difference between practical or theritical colleges.
- 4- 45.4% of university students requested to impose a censorship system on the use of the new medias, beside they confirmed that the new medias contriobbuted to the contempt of religions.

