

# Journal



# of P R research

## Middle East

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# **Saudi youth seeking information through the electronic websites of universities and its implications on the formation of their image about the organization itself - A field study**

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## **Abstract**

### **Problem of the study:**

The problem of the study centralized in the monitoring of the university youth seeking information through electronic websites and its reflections on their image of the organization in order to determine the role of the University website in achieving the strategic goals of connectivity to educational institutions through the App. on both government and private universities in the kingdom of Saudi Arabia.

### **The theoretical framework of the study:**

I thought the study I have considered the Information Seeking, The entrance uses & Gratifications

### **Questions of the study:**

- What are the sources that the Saudi youth resort to get information About the University and studying?
- What are the motivations behind the use of the network by the Saudi employees of the University?
- What is the degree of satisfaction of the Saudi Arabian University Youth regarding the services provided at the website of the University?

What directions of the network side, the Saudi side after using them to her?

### **Hypotheses of the study:**

- There is a statistically significant correlation between the uses of the University network by the Saudi youth of the University.
- There is a statistically significant correlation between the extent of use of the University network by Saudi youth of the University website to get information about the University and the study and their degree of satisfaction with the services provided by the Site.
- There is a statistically significant correlation between the extent of use of the University website network by Saudi youth to obtain information about the University, study and trends towards the University.

### **Methodology of the study:**

This study integrates the descriptive research within, in this framework, it will used methodology of the survey in order to seek Saudi youth information through the websites of universities and their implications on the formation of the image of the organization.

### **The study population and the sample:**

The study population is the Saudi university youth, and applied research on (400) respondents from different universities, the Saudi Arabia governmental university as in the (king Saud University) and the private universities represented as in (the University of Prince Sultan), 200 for each University.

### **Results of the study showed that:**

- Using the university website by Saudi youth for knowing their results then second for registering their study materials, thirdly, for knowing the dates of the quarterly and final tests.
- The gratifications of the Saudi university youth from the university website and its accounts on the social networks achieved because the university website increases my positive communication with the university and then the university website and its accounts on the social networks help me in dealing well with the virtual world in second place.
- Saudi university students were moderately satisfied with the university's website and its accounts on the social networks in the first place by 58.8% followed by the second ranking that the Saudi university youth was very satisfied with the university's website and its accounts on the social networks by 25.5%.
- The results of the study showed that the trends of the Saudi university youth toward the university are neutral in the first ranking with 49.3% followed by the positive trend by 32.5%.
- The results indicate the correctness of the hypothesis mentioning that, there are statistically significant differences in the attitudes of the Saudi university youth towards the university after using its website and accounts on the social networks according to the different demographic variables (university - gender).
- The validity of the fourth hypothesis saying that there is a significant statistical correlation between the motives of university students to use the university's electronic website and the gratifications achieved from it.
- The non-validity of the hypothesis saying that there is a significant statistical correlation between the extent of the use of the university's website by the Saudi youth in obtaining information about the university and their study and trends towards the university.