

# Journal



# of P R research

## Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association - Sixth year - Nineteenth Issue- April / June 2018

Arab Impact Factor 2017 = 1.34

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(ISSN 2314-8721)

Egyptian National Scientific & Technical  
Information Network  
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Journal of Public Relations Research Middle East  
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Scientific Refereed Journal

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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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The Journal is indexed within the following international digital databases:



## **Negative News on Social Networks and its Relation to the Level of Political Malaise among Saudi Youth**

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### **Abstract**

This study examines the relationship between the level of exposure to negative news on social networks and the level of political malaise among Saudi youth-and the effect of the intervening demographic variables in this relationship-as well as assessing to what extent Saudi youth trust the news of social networks and the impact of this news on them compared with other sources of negative news that result in political malaise among youth.

The theoretical framework of the study draws on social networking sites as a source of political news and the ways in which Saudi youth use these networks, as well as the concept of political malaise and the factors which affect it.

The study used the questionnaire tool as a means of collecting information from the sample of the study. The researcher designed political malaise scale through integrating a set of criteria from social anxiety, psychological anxiety and physiological anxiety.

The study's main findings are as follows: the levels of usage of social networking sites among Saudi youth increased at a rate of 6 hours or more per day (53.2%). "Internet" ranked the top ranking among the Saudi youth interest list followed by "Electronic Journalism". The new media platforms in all their forms have surpassed the influence of traditional media.

With regarding the means that publish more negative news than others on the Internet, the study results showed that "Social Networks" came first at 62%, followed by "Electronic Newspapers" at 20.4%, and online print newspapers, and the online television channels broadcasting on the Internet. The study results also showed that the news of "Natural Disasters", "Accidents and Crimes", and "Domestic Violence Issues" topped the negative news.

The study findings clearly showed that the origin of political malaise is not just stemming from the exposure to negative news, but also from believing it. The studies indicate that the users who are more trusted and believable in social media as news sources are those who are more anxiety.

