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Arab Republic of Egypt
Giza - Dokki - Ben Elsarayat - 2 Ahmed Zayat Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt
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 Postal Code: 32111 - P.O Box: 66
 And also to the Journal email: jpr@epra.org.eg, or ceo@apr.agency, after paying the publishing fees and sending a copy of the receipt.

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt
Deposit number : 24380 /2019

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APRA Publications

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The Journal is indexed within the following international digital databases:



Saudi youth's usage of social networking sites and its relationship to sustainable development issues

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Abstract

The study aims to identify the Saudi youth usage of social networking sites and its relationship in improving their awareness of sustainable development plans and issues in the Kingdom, The study relied on the survey method through a sample of Saudi youth consisting of 400 individuals.

Results:

1. The degree of dependence of Saudi youth on social networking sites in pursuing sustainable development issues was 46.5%, and to some extent 45%.
- 2 - The most important social networking sites used by young people in the pursuit of sustainable development issues were Twitter, Instagram and YouTube—in that order.
- 3 - The most important issues followed by the Saudi youth through social networking sites were, in first place, community issues and second place cultural issues and third place political issues and fourth place religious issues and in fifth place scientific issues and in the last sports issues.
- 4 - The degree of awareness of Saudi youth on sustainable development issues through their follow-up to social networking sites was medium by 61.3%, and in the second place the awareness degree is high by 35.8%, while came in the last place the low awareness degree by 3%.
- 5 - Proved the hypothesis that, there is a statistical, significant difference between the level of awareness of Saudi youth on development issues and the ways of their interaction with social networking sites.
- 6 - Proved the hypothesis that, there is a statistical, significant difference between the level of awareness of Saudi youth on development issues and their attitudes towards these issues.
- 7 - Proved the hypothesis that, there is a statistical, significant difference between the level of awareness of Saudi youth on development issues and the satisfaction achieved towards these issues.

keyword: Saudi youth's, social networking sites, sustainable development.