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Arab Republic of Egypt

Menofia - Shibben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

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Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

ceo@apr.agencyEmail: - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Fax: (+2) 048-231-00 -73

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## **Abuses in Children's Videos on YouTube and their Relationship to Attitudes of the Egyptian Experts Towards Ethics of their Publication**

*Dr. Mo'men Gabr Abd ElShafy Mohamed*

[moemengabr@chi.asu.edu.eg](mailto:moemengabr@chi.asu.edu.eg)

Assistant Professor of Mass Communication & Children Culture,  
Faculty of Post Graduate of Children Studies,  
Ain Shams University

### **Abstract**

The study aims to examine violations of the children's videos on YouTube and their relationship to attitudes of the Egyptian experts towards ethics of their publication, and it is a descriptive study that uses the sample survey method, by analyzing a sample of 70 videos of children published on YouTube, selected by the industrial week method, as well as the field study sample (200) experts from academic professors, in addition to experts practicing media work directed at children, and the researcher used content analysis in its two dimensions (quantitative and qualitative), and the interview questionnaire as two main tools of the study.

#### **Results:-**

The results showed that up to 70.0% of children's videos published on YouTube contain different types of transgressions. The most viewed and liked type of children's video, while containing abuse.

The results confirmed that publishers of children's videos on YouTube sought to gain the largest number of views, subscriptions and admiration as a main goal, followed by goals of fun, entertainment, and marketing and advertising goals, all of which are goals in front of which interest of the publishers of those videos in observing principles of the social responsibility and publishing standards and ethics diminishes significantly.

The results showed that the largest percentage of sample of the experts, 46.5%, believe that publishers of children's videos on YouTube (do not comply at all) with the principles of social responsibility and ethics of the publishing due, and 53.0% of them believe that (there is an urgent need) to set rules and standards. It is binding on social responsibility, and application of the publishing ethics with children's videos on YouTube, in addition to the remarkable tendency of expert attitudes, the higher study sample in years of experience, to a negative trend towards the reality of applying publishing ethics in children's videos on YouTube.

The results showed that there is a statistically significant correlational relationship between the variables (extent of follow-up - extent of confidence) of experts for children's videos on YouTube, and their attitudes towards reality of applying ethics of publishing them, in addition to the presence of a

statistically significant correlation between the extent of children's videos on YouTube adherence to publish ethics, and between controls and standards of social and ethical responsibility that must be applied from point of the view of experts.

**Keywords:** Abuses - Children's Videos - YouTube - Attitudes - Egyptian Experts  
- The Ethics of publication