



Abstracts of Arabic Researches:

- *Associate Prof. Dr. Ahmed Hassan El-Saman - Badr University in Cairo*
**Students' Acceptance of Artificial Intelligence in Egyptian Media Schools:
A Longitudinal Comparative Study between Public and Private Universities** 7
- *Associate Prof. Dr. Noha Al-Sayed Ahmed Naser - King Abdulaziz University*
The Image of Saudi Women in Website Advertisements: A Semiological Study 8
- *Dr. Sara Hamza Abdullah Al-Sisi - Al-Azhar University*
**The Treatment of International News Websites in Arabic for Food Security Issues:
An Analytical Study** 10
- *Dr. Mohamed Rashad Ahmed - Liwa College - Abu Dhabi*
**The Future of Government Communication in the Metaverse Era from
the Perspective of Academics** 11
- *Dr. Nadia Koutb Ibrahim Aly - Al-Azhar University*
**The Elite Media's Evaluation of the Content and Performance of the Egyptian
Channel "AlWathaeqya": A Critical and Field Study** 12
- *Abeer Faisal Hamed Alghamdi - King Faisal University*
**Impact of Misleading Product Reviews on Purchase Decisions
of Saudi Consumers** 13

Abstracts of Arabic Theses:


- *Riyadh bin Nasser Mohammed Al-Furaiji - Imam Muhammad Bin Saud Islamic University*
**PhD Abstract: Strategic Planning for Audio-Visual Content and its Relationship to
Competitive Forces in Saudi Media Production Companies** 15

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Students' Acceptance of Artificial Intelligence in Egyptian Media Schools :A Longitudinal Comparative Study between Public and Private Universities^(*)

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Abstract

This study aimed to examine the applicability of the technological determinism theory to media schools as social institutions pressured to adapt to the growing adoption of artificial intelligence (AI) technologies. The study investigated students' acceptance of AI in Egyptian media schools and compared its integration into curricula between public and private universities. Methodology:

A longitudinal research design employing a survey instrument was used. The survey was administered in two rounds:

- Round 1: Conducted in 2022, with 589 students participating.
- Round 2: Conducted in 2024, with 179 students from the same sample population participating.

Results:

The study yielded the following key findings:

- Statistically significant differences exist in the integration of AI into the curricula of public and private universities, favoring the latter. This trend showed a slight increase in the second round of the survey.
- Variables associated with students' acceptance of AI instruction include perceived usefulness, perceived easiness, and intention to use AI in both their current coursework and future professional careers.

Conclusions:

The study confirmed the acceptance of AI among Egyptian media students, and that Egyptian universities are introducing changes to incorporate AI into their curricula. This was found to be statistically significant in favor of private universities compared to public ones in Egypt.

Keywords: Artificial Intelligence, Media Schools, Technology Acceptance Model, Technological Determinism Theory, Egypt, Private Universities, Public Universities.

(*) The Research was received on June 30, 2024, and accepted for publication on September 02, 2024.