

Journal



of
P R esearch

Middle East

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Thirteenth Year - Fifty-fifth Issue - January / March 2025

IF of the Supreme Council of Universities 2024 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2024 = 1.75

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

Egyptian Public Relations Association
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Deposit Number: 24380 /2019

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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Deposit Number: 24380 /2019

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The Journal is indexed within the following international digital databases:



The Impact of the Educational Media Specialist's Usage of Augmented Reality Technology on the Visual Perception of the Media Message for People with Disabilities^(*)

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Abstract

This study examines how educational media specialists utilize augmented reality technology to impact the visual perception of media messages for people with disabilities, specifically those with an intellectual disability but still capable of learning. It is an experimental study applied to 30 students aged 11:13 years at the Intellectual School, Port Said Governorate. Students were divided into two groups consisting of an experimental group of 15 students presented with instructional media posters using augmented reality technology. The other control group of 15 students presented with instructional media posters made using paper media.

The study tools included the use of informational posters using augmented reality technology, paper informational posters, and a visual perception test for people with disabilities who are mentally disabled and capable of learning.

The study tested three hypotheses:

1. The first hypothesis proposed statistically significant differences between the mean scores of the experimental and control groups in the post-test measurement of visual perception of media messages in favour of the experimental group. This hypothesis was accepted and proven valid.
2. The second hypothesis is related to the absence of statistically significant differences between the average scores of the experimental group in the post-test and dependent measurements of the visual perception test of the media message. It was also accepted and proven valid.
3. It was hypothesized, that there will be a statistically significant difference in the post-test measurement of visual perception of media messages according to gender. But the hypothesis was not accepted as it was proven that there is no significant difference in the measurement of the visual perception of media messages in the post-test of the two genders.

Keywords: Educational Media Specialist, Augmented Reality Technology, Visual Perception, People with Disabilities.

^(*)The Paper was received on January 02, 2025, and accepted for publication on March 25, 2025.