

Journal



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# The Impact of Media on Environmental Awareness and Environmental Behaviors of Egyptian Public: Field Study (\*)

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## Abstract

Environmental issues pose a major challenge to humanity. To mitigate this phenomenon, identifying factors that influence individuals' pro-environmental behavior is crucial. The study aims to answer questions about the role that exposure to media plays in the level of knowledge, attitudes, feelings and beliefs of Egyptians in this field.

The importance of this study stems from the importance of environmental awareness as a prerequisite for addressing many environmental issues facing the world.

It is widely accepted that without positive human action towards the environment addressing the issues of environmental degradation will remain an elusive goal.

This study will also contribute to the literature on whether media exposure has an impact on environmental awareness in Egypt, helping to fill the relevant gap in the literature.

Previous studies have confirmed that exposure to information influences pro-environmental behavior. With the advent of social media new questions arise about whether different types of exposure to information affect pro-environmental behavior differently (Han & Xu, 2020).

**keywords:** Media, Environmental Awareness, Environmental Behaviors, Egyptian Public.

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