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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghby Street

Publications: Al Arabia Public Relations Agency

Arab Republic of Egypt
Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel: +2237620818

www.jprr.epra.org.eg

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Arab Republic of Egypt,
Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: jpr@epra.org.eg - ceo@apr.agency

Web: www.apr.agency - www.jpr.epra.org.eg

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

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Selective Criteria Affecting Podcast Listening and their Relationship to Strengthening Youth's Social Identity in the Digital Age: within the Framework of the Structural Functional Approach (*)

Dr. Samr Ibrahim Osman
drsamosman79@gmail.com
Assistant Professor of Educational Media,
Educational Media Department,
Faculty of Specific Education,
Port Said University

Dr. Maryam Youssef Mohamed Rakha
drmariamyo77@gmail.com
Assistant Professor of Educational Media,
Educational Media Department,
Faculty of Specific Education,
Port Said University

Abstract

This study seeks to shed light on the most prominent selective criteria that young people rely on in selecting what they listen to through audio blogging platforms (podcasts) and the extent to which the content is compatible with their aspirations and contemporary issues, and to monitor the most important functional roles of these platforms through the functional analysis approach (Structural Functionalism) that focuses on the interactive characteristics between the media and the audience, and the functional roles they play to meet the needs of their audience, and to reveal the extent to which podcasts influence the formation of their behaviors and social identity, as the study was applied to a deliberate sample of the Egyptian youth audience consisting of (413) individuals aged 18-35 years.

The results of the study showed a high level of influence of selective criteria on the preferences of Egyptian youth in choosing podcasts, and the weighted average of the functional roles scale achieved by youth listening to podcast technology rose to 2.34. The first hypothesis was proven by the existence of a statistically significant direct correlation between the rate of youth's use of podcast technology and their level of social identity. The study also confirmed the existence of a statistically significant correlation between the level of selective criteria affecting youth's use of podcast technology and their level of social identity.

Keywords: Selective Criteria, Social Identity, Structural Functionalism Approach, Podcast, Functionalism Roles.

(*) The Paper was received on January 17, 2025, and accepted for publication on March 27, 2025.