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The Impact of Employing Smart Training Environments Based on Big Data on Developing Digital Media Skills: A Survey Study of a Sample of Media Professors at Arab Universities (*)

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Abstract

This study aimed to explore the impact of employing smart training environments based on big data in developing digital media skills among media professors in Arab universities, and its reflection on the quality of media education. The study also provided an analysis of the opportunities and challenges facing smart training in Arab universities.

The study used the descriptive analytical approach and a questionnaire to collect data from a sample of (150) media professor in Arab universities. The results showed that smart training environments based on big data had a positive impact on developing digital skills among media professors. And that big data improved the quality of media education. The study also highlighted the importance of optimal utilization of smart training environments to achieve continuous improvement and sustainability in media education.

However, the rustles also highlighted the challenges facing smart training, including the weak digital infrastructure of universities, and the lack of experience in using big data among media professor in Arab universities. The study provided practical recommendations, including the need to invest in technological infrastructure in universities and to focus on training and building the capacities of professor to keep pace with digital transformation in education and media.

keywords: Smart Training Environments, Big Data, Digital Media Skills, Media Professors, Arab Universities.

(*) The Paper was received on June 23, 2025, and accepted for publication on October 01, 2025.