

Journal of PR research Middle East



Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Thirteenth Year - Sixtieth Issue – October/December 2025

IF of the Supreme Council of Universities 2025 = 7

Arcif Impact Factor 2025 = 1.75

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(ISSN 2314-8721)

Egyptian Public Relations Association
(EPRA)

Egyptian National Scientific & Technical Information Network
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Publications: Al Arabia Public Relations Agency

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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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University Students' Use of Multimedia in Higher Education and the Gratifications Derived from it: A Field Study on Universities in the United Arab Emirates (*)

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Abstract

This study aimed to investigate the reality of university students' use of multimedia in higher education and the gratifications achieved from such use. The study adopted the descriptive-analytical approach and utilized an online questionnaire as the data collection tool. The study sample consisted of (410) university students in the United Arab Emirates.

The results revealed that the level of university students' use of multimedia in higher education was rated at a relative weight of 86.927, indicating a very high level of agreement.

The level of gratifications obtained from the use of multimedia was rated at a relative weight of 84.829, indicating a very high level of agreement. A positive statistically significant correlation was found at the level of $\alpha \leq 0.05$ between the level of multimedia use by students and the gratifications achieved.

Based on these findings, the study recommended encouraging the development of educational projects for students using multimedia to enhance self-directed learning, critical thinking, and creativity. Conducting regular evaluations of multimedia use through feedback from students and instructors, and adjusting educational strategies based on the outcomes.

Keywords: Multimedia - Higher Education - Gratifications.

(*)The Paper was received on November 16, 2025, and accepted for publication on December 25, 2025.

that **advertisement repetition enhances recall and purchase intention but may also cause boredom.**

Data confirmed that the **verbal element of advertisements is more firmly retained in adolescents' memory than visual or musical components.** Overall, the study demonstrated that **television advertising produces multidimensional effects - emotional, cognitive, behavioral, and social - while shaping a consumer identity linked to self-satisfaction and social status.**

Key words: Television Advertising - Rural Adolescents - Purchase Behavior
- Media Exposure - Emotional and Cognitive Influence.