

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

English Researches:

- **Associate Prof. Dr. Yasmin Elsayed - Prof. Dr. Amany Albert** - Beni Suef University
Dr. Aya Said - Canadian International College

Echo Chambers in News Coverage and their Role in Shaping Geopolitical Narratives

7

Abstracts of Arabic Researches:

- **Dr. Faisal Kamil Nagmeldin Mohamed** - Liwa University - Al Ain
Associate Prof. Dr. Ghada Mohamed Othman Salih - Liwa University - Al Ain
The Implications of Social Media Influencers on Generation Z:
An Applied Study on the TikTok Platforme 40
- **Associate Prof. Dr. El-Sayed Abdul Rahman Ali** - Liwa University - Al Ain
Recent Trends in Integrated Marketing Communications Research and Studies 41
- **Dr. Amal Mohamed Mohamed Henish** - Al-Azhar University
Semiotic Analysis of Cartoons on Israeli Social Media Pages Targeting Arabic during
the Aggression against Gaza: The "Israel Speaks Arabic" Page as a Model 42
- **Dr. Asmaa Ahamed Gooda El-Ebshehy** - Higher Institute of Media and Communication Arts in 6th of October
Employing Social Listening Tools in Analyzing Sentiments and Public Opinion
Trends toward Issues of the Egyptian General Secondary Education
(Thanaweya Amma) 44
- **Dr. Samih Elsayed Sharaki** - Al-Azhar University
Dr. Osama Mustafa Abd Elwhab - Al-Azhar University
Television Advertising and Adolescents' Purchase Behavior in the Egyptian
Villages: A Field Study 46
- **Dr. Ahd Maher Abu Draz** - Umm Al Quwain University
University Students' Use of Multimedia in Higher Education and the Gratifications
Derived from it: A Field Study on Universities in the United Arab Emirates 48
- **Dr. Mona Ebrahim Abdelhafz Abdrasol** - Al-Azhar University
Dr. Shimaa Ahmed Mohamed Refaat - Al-Azhar University
Egyptian Public Trends towards Using Reels as Cybersecurity Awareness Tool on
Social Media: A Field Study 49

(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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Egyptian Public Trends towards Using Reels as Cybersecurity Awareness Tool on Social Media: A Field Study (*)

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Abstract

This research aimed to study Egyptian public trends towards using Reels as cybersecurity awareness tool, to get acquainted with its effectiveness in enhancing awareness, changing the digital behaviors and shaping the sustainable security awareness. The study adopted App-based survey on a single sample of 400 Egyptian audience.

The results revealed a high degree of exposure of the Egyptian public to cybersecurity-related Reels in general, with Arithmetic Mean of 2.7325, as those who regularly watch these short videos constituted 75.50%, followed by those who watch them irregularly (occasionally) 22.25%. the utilitarian motives were at the top of the drivers of the Egyptian public's exposure to cybersecurity Reels, with Arithmetic Mean of 2.8775, followed by the motivating factors related to the medium, with Arithmetic Mean of 2.8425.

Also, the National Center for Computer and Network Emergency Preparedness (NCEEP) was the leading authority through which the study sample viewed the cybersecurity-related Reels on social media, with percentage of 67.00%. The directive gratifications derived from the public's viewing of cybersecurity awareness Reels on social media ranked the first place, with Arithmetic Mean of 2.8775, followed by quasi-directive gratifications with Arithmetic Mean of 2.7275.

The study sample's responses regarding the use of Reels as a cybersecurity awareness tool on social media were positive, with percentage of 77.5%. The study also confirmed that there is a statistically significant correlation between the public's motivations for exposing to cybersecurity-related Reels on social media and the gratifications derived from them.

Keywords: Trends - Reels - Short Videos - Cybersecurity - Social Media.

(*)The Paper was received on November 07, 2025, and accepted for publication on December 25, 2025.