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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.