

Journal



of  
**P** **R** **esearch**

**Middle East**

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Fourteenth Year - Sixty-Second Issue – April/June 2026

IF of the Supreme Council of Universities 2025 = 7

Arcif Impact Factor 2025 = 1.3738

**Abstracts of Arabic Researches:**


- **Associate Dr. Mohamed Ahmed Hashem Imam Alsharief** - *King Faisel University*  
Media Elite Attitudes toward Artificial Intelligence-Generated Videos on Social Media Platforms: A Comparative Survey Study of Academics and Practitioners 7
- **Associate Prof. Dr. Eman Taher Sayed Abbas** - *Cairo University*  
X Platform Users' Attitudes toward Rebranding and its Relationship to Perceived Brand Equity 8
- **Dr. Heba Ahmed Eldib - Ayesha Lahi Zayed ALSaadi - Mafrag Ali Ghazal - Hamad Ahmed AlHammadi - Maryam Hilal Rashid Almheiri** - *Liwa University*  
The Impact of Social Media Use on Emirati Youth's Awareness of the Concept of Sustainable Media: A Field Study on a Sample of Students from the College of Media at Liwa University 10
- **Mohammed Mughaddi Jaber Alsulami** - *Cairo University*  
Digital Government Communication Strategies for Saudi Arabia's Vision 2030 through Social Media Platforms: An Analytical Study 11
- **Rahmah Ali Hamoud Hugaira** - *Cairo University*  
The Use of Digital Campaigns in Raising Awareness of the Sustainable Development Goals in Yemen 13
- **Atheer Ahmed Al-Shaikhi** - *King Abdulaziz University*  
The "Made in Saudi Arabia" Logo as a Country-of-Origin Cue and its Effect on Perceived Brand Image and Purchase Intentions 15
- **Ahmed Khairy Asran** - *Cairo University*  
The Ethics of Communication Discourse of the Egyptian Ministry of Health via Facebook during the COVID-19 Pandemic: An Analytical Study in the Light of Responsible Defense Theory 17

(ISSN 2314-8721)

Egyptian Public Relations Association  
(EPRA)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt  
Deposit Number: 24380 /2019

Copyright 2026@APRA 

www.jprr.epra.org.eg



## Advisory Board \*\*

**IPRR.ME**

**Prof. Dr. Aly Agwa** (Egypt)

Professor of Public Relations and former Dean of the Faculty of Mass Communication, Cairo University

**Prof. Dr. Thomas A. Bauer** (Austria)

Professor of Mass Communication at the University of Vienna

**Prof. Dr. Mona Saeed Al-Hadidi** (Egypt)

Professor of Radio & T.v, Faculty of Mass Communication, Cairo University, Former Dean of the  
International Academy of Engineering and Media Sciences.

**Prof. Dr. Abdelfateh Zakaria Mekouar** (Morocco)

Professor of Higher Education in Media and Communication Sciences, Faculty of Arts and Humanities,  
Mansik, Hassan II University of Casablanca, Morocco

**Prof. Dr. Yas Elbaiaty** (Iraq)

Professor of Media at the University of Baghdad and currently Head of the Digital Media Department  
at Al-Noor University in Nineveh, Iraq

**Prof. Dr. Mohamed Moawad** (Egypt)

Media professor at Ain Shams University & former Dean of Faculty of Mass Communication -  
Sinai University

**Prof. Dr. Abd Elrahman El Aned** (KSA)

Professor of Media and Public Relations, Mass Communication Faculty - Imam Muhammad Bin Saud  
Islamic University

**Prof. Dr. Samy Taya** (Egypt)

Professor and Head of Public Relations Faculty of Mass Communication - Cairo University

**Prof. Dr. Gamal Abdel-Hai Al-Najjar** (Egypt)

Professor of Media, Faculty of Islamic Studies for Girls, Al-Azhar University

**Prof. Dr. Sherif Darwesh Allaban** (Egypt)

Professor of printing press & Vice- Dean for Community Service at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Othman Al Arabi** (KSA)

Professor of Public Relations and the former head of the media department at the Faculty of Arts -  
King Saud University

**Prof. Dr. Abden Alsharef** (Libya)

Media professor and dean of the College of Arts and Humanities at the University of Zaytuna - Libya

**Prof. Dr. Waled Fathalha Barakat** (Egypt)

Professor of Radio & Television and Vice- Dean for Student Affairs at the Faculty of Mass  
Communication, Cairo University

**Prof. Dr. Tahseen Mansour** (Jordan)

Professor of Public Relations, Department of Journalism, Media, and Digital  
Communication, Jordan University.

**Prof. Dr. Ali Kessaissia**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Redouane BoudJema**, (Algeria)

Professor, Faculty of Media Science & Communication, University of Algiers-3.

**Prof. Dr. Abdul Malek Radman Al-Danani**, (Yemen)

Professor, Faculty of Media & Public Relations, Emirates Collage of Technology, UAE.

**Prof. Dr. Kholoud Abdullah Mohammed Miliiani** (KSA)

Professor, Faculty of Communication & Media, King Abdulaziz University, KSA.

**Prof. Dr. Tariq Mohamed Al-Saidi** (Egypt)

Professor, Faculty of Specific Education, Menofia University, Egypt.

\*\* Names are arranged according to the date of obtaining the degree of a university professor.

# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication ,after peer refereeing these papers by a number of Professors specialized in the same field under a scientific supervision of the Egyptian Public Relations Association, which considered the first Egyptian scientific association specialized in public relations, (Member of the network of scientific Associations in the Academy of Scientific Research and Technology in Cairo).

The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

- The Journal is approved by the Supreme Council for Media Regulation in Egypt. It has an international numbering and a deposit number. It is classified internationally for its both printed and electronic versions by the Academy of Scientific Research and Technology in Cairo. In addition, it is classified by the Scientific Promotions Committee in the field of Media of the Supreme Council of Universities in Egypt.
- The Journal has Impact Factor Value of 1.569 based on International Citation Report (ICR) for the year 2021-2022.
- The Journal has an Arcif Impact Factor for the year 2023 = 2.7558 category (Q1).
- The Journal has an impact factor of the Supreme Council of Universities in Egypt for the year 2023 = 7.
- This journal is published quarterly.
- The journal accepts publishing books, conferences, workshops and scientific Arab and international events.
- The journal publishes advertisements on scientific search engines, Arabic and foreign publishing houses according to the special conditions adhered to by the advertiser.
- It also publishes special research papers of the scientific promotion and for researchers who are about to defend master and Doctoral theses.
- The publication of academic theses that have been discussed, scientific books specialized in public relations and media and teaching staff members specialized scientific essays.

## **Publishing rules:**

- It should be an original Manuscripts that has never been published.
- Arabic, English, French Manuscripts are accepted however a one-page abstract in English should be submitted if the Manuscripts is written in Arabic.
- The submitted Manuscripts should be in the fields of public relations and integrated marketing communications.
- The submitted scientific Manuscripts are subject to refereeing unless they have been evaluated by scientific committees and boards at recognized authorities or they were part of an accepted academic thesis.
- The correct scientific bases of writing scientific research should be considered. It should be typed, in Simplified Arabic in Arabic Papers, 14 points font for the main text. The main and sub titles, in Bold letters. English Manuscripts should be written in Times New Roman.
- References are mentioned at the end of the Manuscripts in a sequential manner.
- References are monitored at the end of research, according to the methodology of scientific sequential manner and in accordance with the reference signal to the board in a way that APA Search of America.

- The author should send an electronic copy of his manuscript by Email written in Word format with his/her CV.
- In case of accepting the publication of the manuscript in the journal, the author will be informed officially by a letter. But in case of refusing, the author will be informed officially by a letter and part of the research publication fees will be sent back to him soon.
- If the manuscript required simple modifications, the author should resent the manuscript with the new modifications during 15 days after the receipt the modification notes, and if the author is late, the manuscript will be delayed to the upcoming issue, but if there are thorough modifications in the manuscript, the author should send them after 30 days or more.
- The publication fees of the manuscript for the Egyptians are: 3800 L.E. and for the Expatriate Egyptians and the Foreigners are: 550 \$. with 25% discount for Masters and PhD Students.
- If the referring committee refused and approved the disqualification of publishing the manuscript, an amount of 1900 L.E. will be reimbursed for the Egyptian authors and 275 \$ for the Expatriate Egyptians and the Foreigners.
- Fees are not returned if the researcher retracts and withdraws the research from the journal for arbitration and publishing it in another journal.
- The manuscript does not exceed 40 pages of A4 size. 70 L.E. will be paid for an extra page for the Egyptians and 10 \$ for Expatriate Egyptians and the Foreigners authors.
- A special 20 % discount of the publication fees will be offered to the Egyptians and the Foreign members of the Fellowship of the Egyptian Public Relations Association for any number of times during the year.
- Two copies of the journal and Five Extracted pieces from the author's manuscript after the publication.
- The fees of publishing the scientific abstract of (Master's Degree) are: 500 L.E. for the Egyptians and 150 \$ for the Foreigners.
- The fees of publishing the scientific abstract of (Doctorate Degree) are: 600 L.E. for the Egyptians and 180 \$ for the Foreigners. As the abstract do not exceed 8 pages and a 10 % discount is offered to the members of the Egyptian Public Relations Association. One copy of the journal will be sent to the author's address.
- Publishing a book offer costs LE 700 for the Egyptians and 300 \$US for foreigners.
- One copy of the journal is sent to the author of the book after the publication to his/her address. And a 10% discount is offered to the members of the Egyptian Public Relations Association.
- For publishing offers of workshops organization and seminars, inside Egypt LE 600 and outside Egypt U.S. \$ 350 without a limit to the number of pages.
- The fees of the presentation of the International Conferences inside Egypt: 850 L.E. and outside Egypt: 450 \$ without a limitation of the number of pages.
- All the research results and opinions express the opinions of the authors of the presented research papers not the opinions of the Al-Arabia Public Relations Agency or the Egyptian Public Relations Association.
- Submissions will be sent to the chairman of the Journal.

### **Address:**

Al Arabia Public Relations Agency,

Arab Republic of Egypt, Menofia, Shibben El-Kom, Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

And also, to the Journal email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [ceo@apr.agency](mailto:ceo@apr.agency), after paying the publishing fees and sending a copy of the receipt.

All rights reserved.

None of the materials provided on this Journal or the web site may be used, reproduced or transmitted, in whole or in part, in any form or by any means, electronic or mechanical, including photocopying, recording or the use of any information storage and retrieval system, except as provided for in the Terms and Conditions of use of Al Arabia Public Relations Agency, without permission in writing from the publisher.

And all applicable terms and conditions and international laws with regard to the violation of the copyrights of the electronic or printed copy.

ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian Public Relations Association  
(EPRA)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

To request such permission or for further enquires, please contact:

#### APRA Publications

Al Arabia Public Relations Agency

Arab Republic of Egypt,

Menofia - Shibeen El-Kom - Crossing Sabry Abo Alam st. & Al- Amin st.

Postal Code: 32111 - P.O Box: 66

Or

Egyptian Public Relations Association

Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghpy St.

Email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg) - [ceo@apr.agency](mailto:ceo@apr.agency)

Web: [www.apr.agency](http://www.apr.agency) - [www.jpr.epra.org.eg](http://www.jpr.epra.org.eg)

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

Fax: (+2) 048-231-00 -73

The Journal is indexed within the following international digital databases:



# Media Elite Attitudes toward Artificial Intelligence-Generated Videos on Social Media Platforms: A Comparative Survey Study of Academics and Practitioners (\*)

*Dr. Mohamed Ahmed Hashem Imam Alsharief*

*malshreef@kfu.edu.sa*

*Associate Professor of Radio & Television,  
Mass Communication & Media Department,  
Faculty of Arts,  
King Faisal University*

## Abstract

This study aims to identify the level of awareness among media elites regarding artificial intelligence technologies used in producing video content distributed via video-based social media platforms. It also seeks to explore the attitudes of media elites toward AI-generated videos on social media in the light of the dimensions of the Unified Theory of Acceptance and Use of Technology (UTAUT). This was achieved through a comparative survey study conducted on a sample of academics and practitioners within the media elite, totaling (136 respondents), using both the media survey method and the comparative approach.

### The study yielded several key findings, including:

- The results indicate that the level of interest among media elites in watching AI-generated videos on social media is relatively moderate. Among academics, responses were concentrated in the categories of “always” (34.62%, ranked first) and “sometimes” (30.66%, ranked second), while among practitioners, the corresponding percentages were (28.57%) and (47.62%), respectively.
- Overall, the results reveal a complex structure of attitudes among media elites toward AI-generated videos on social media, which can be interpreted in the light of core dimensions of the UTAUT model, particularly social influence, performance expectancy, effort expectancy (implicitly), and facilitating conditions. The comparative analysis further shows that practitioners tend to hold more positive evaluations in terms of expected performance, aesthetic experience, and practical use, driven by their applied professional background. In contrast, academics demonstrate a higher level of critical reservation, especially regarding credibility and long-term implications, reflecting differences in reference frameworks between practical and theoretical orientations within the context of adopting and using AI-generated video content on social media platforms.

**Keywords:** Attitudes - Media Elite - AI-Generated Videos - Academic Elite – Practitioners - Video-Based Digital Platforms.

---

(\*)The Paper was received on March 26, 2026, and accepted for publication on 29 June, 2026.