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# 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 (\*)

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## Abstract

Given the widespread use of social media by young people and their keen interest in engaging and interacting on digital platforms, the importance of raising awareness about sustainable media, particularly among media students, becomes evident. This awareness serves as a crucial element in supporting comprehensive efforts to modify behaviors and influence audiences to achieve the Sustainable Development Goals.

Therefore, this study aimed to identify the impact of social media use on Emirati youth's awareness of the concept of sustainable media. The study was conducted on a simple random sample of 261 male and female media students from all four educational levels of Liwa University during the 2025 academic year. The findings revealed a broad range of social media use among Emirati media students, coupled with a very high level of awareness of the concept of sustainable media.

The results confirmed a strong positive correlation between social media use and awareness of sustainable media, reinforcing the role of social media in promoting awareness of sustainable media and supporting its efforts to achieve ambitious sustainability visions, driven by the awareness of future generations of media professionals.

**Keywords:** Social Media - Awareness of the Concept of Sustainable Media - Emirati youth.

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