

# Journal



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research

## Middle East

Journal of Public Relations Research Middle East

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### Researches in English:

- **Dr. Osman B. Gazzaz** – Umm al-Qura University  
Exposure to Digital Signage and Message Recall: Determining the Effectiveness of the Billboard outside the Prophet's (PBUH) Mosque at Madinah al-Munawwarah 7

### Abstracts Researches in Arabic:

- **Prof. Dr. Enshirah el SHAL** - Université du Caire  
Un piratage de TV5Monde 40
- **Dr. Hala Kamal Ahmed Nofal** - South Valley University  
The Social networking and popular political movement An analytical study on January 25 revolution sites for social networking 42
- **Dr. Mohamed Zen Abd Elrahman** - Minia University  
The relationship between the Egyptians' usage of the Egyptian electronic newspapers and the level of the knowledge about the Yemen crisis 44
- **Dr. Maha Ahmed Abdel Aziem Abdel Wahab** – Ain-Shams University  
The use of Saudi child social networking sites and Its Gratifications: A field study on a sample of children in Riyadh 45
- **Dr. Aziz Labane** – Algiers 3 University  
Study the relationship between TV exposure and factors of TV addiction among university students and high school in Algiers 47
- **Dr. Abd Allah Abd Alla E'Alwazan** – Northern Border University  
The credibility of the means of social communication in the point of Saudi university students 48

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# Journal of public relations research Middle East

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## **The credibility of the means of social communication in the point of Saudi university students**

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Head of Unit Public Relations and Media  
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### **Abstract**

The study mainly aims to identify the extent of the credibility of the means of social communication Saudi university students' point of view, and the awareness of these young people to the concept of credibility to the content of these means.

This study is based on survey method, which was a sample of Saudi university students (males – female).

To achieve the objectives of the study and its questions and to identify the extent of the credibility of the means of social communication at the Saudi youth, a questionnaire was used for the sample under study. The study relied on the media, and the constituent elements of the concept of credibility.

This study is a descriptive study that seeks to monitor and characterize the nature of the Saudi university students subjected to the means of social communication and the extent of their awareness of the concept of credibility and its constituent elements, and their assessment of the credibility of the content of what is published in social media.

The study includes university students of the University of the Northern Border in the city of Arar belonging to the Kingdom of Saudi Arabia. A random simple sample of (200) students has been selected (males - females) of the Deanship of the Preparatory Year and supportive studies; 100 males - 100 females aging almost 19 years.

The study came up with many important results:

-Comparing to Facebook and Youtube, Twitter was the most confidential means of social communication. Youtube was the least to be trusted.

-It turned out that Twitter was the most comprehensive and reliable means of social communication among Saudi students, followed by Facebook then Youtube.

-No statistical significant differences between males and females in the credibility of the means of social communication to transfer news

