

# Journal



# of PR research

## Middle East

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### Address

**Egyptian Public Relations Association**

Arab Republic of Egypt  
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

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# Journal of public relations research Middle East

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### **Address:**

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Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

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# **The role of the Social media in shaping social awareness in relation to sport hooliganism and crime from the viewpoint of the university students**

**Prof.Dr. Yass Al-Bayati**

Professor of Sociology Media

Vice Dean, Faculty of Media and Information & Humanities  
Ajman University of Science and Technology in Fujairah

## **Abstract**

The subject of social media has attracted the attention of many intellectuals, academics, and researchers. This is because of the role of the social media networks in activating people's interest in the posed problems and issues. Therefore, this study aims to identify the role of social media networks in shaping social awareness in relation to the issue of hooliganism and crime in sport from the point of view of university youths. The importance of the study stems from its contribution to the understanding of the nature of the role of social media in so far as the social awareness of university students is concerned.

The study uses the "social survey" method, considered to be the most appropriate of research methods for such studies. A questionnaire has been prepared with three tracts to cover the areas of the study. The first tract relates to the data about the students of Ajman University of Science & Technology at Fujairah Campus. The second tract relates to measuring the dependence and exposure to social media sites. The third and last tract concerns the follow-up of the phenomenon of hooliganism and sport crime on social media sites and its relation to shaping social awareness. The researcher has applied this questionnaire to a sample of 500 students after duly ensuring its validity.

After collecting and analyzing the data, the study has reached conclusions relating to the extent of the role of social media networks in the formation and shaping of the social awareness of university students. The study has also made some suggestions and recommendations, the most important of which are the following: the development and implementation of practical mechanisms and strategies for confronting hooliganism and crime in sport, a phenomenon which threatens the values of Arab society; the need for full political, cultural, social, and educational involvement of the youth and the reinforcement of their social awareness of the positive and negative aspects of social media through the the social, cultural, educational, and religious institutions; the activation and strict application of the firm laws punishing hooliganism and crime in sport; the

implementation of practical mechanisms to occupy the youth's spare time in addition to creating new outlets through which young people can freely express themselves; the need for engaging the youth in the decision-making process with the aim of creating a model relationship between the youth and the security institutions through the involvement of the youth in plans for confronting and combating hooliganism and sport crime.