

Journal



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Using New Media (Twitter) Among University Students and its Environmental Realization

A field study over some colleges at Northern Border University The Kingdom of Saudi Arabia

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Abstract

The present study aims to measure the uses of the new media (Twitter) among university students and its effect to increase the environmental awareness. The study focused on the theory of “use and get satisfied”. According to this theory, Twitter is used to achieve certain goals and to satisfy social and cultural needs and desires. The study follows surveying methodology. Male and female Saudi students have been surveyed using a questionnaire to achieve the goals of the study and therefore answer the questions related to the extent of using Twitter among those students. A sample of 300 students (divided into males and females) who regularly use Twitter have undergone the study. Students related to Arts and Medicine colleges.

The results of the study:

1. There is no difference in using Twitter between male and female students.
2. There is no difference in using Twitter among the different(ages 18/19 - 20/21of the students).

