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Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Seventh year - Twenty Third Issue - April / June 2019

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It 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).

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# Modern Trends in Arab Youth Use Research for Traditional and New Media from January 2009 to December 2018

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#### **Abstract**

The objective of the analytical presentation is to study scientific literature in the field of modern trends in the research of the uses of Arab youth for the traditional and new media. It includes doctoral dissertations and scientific researches published in scientific journals and those presented at scientific conferences during the last 10 years from 1 January 2009 to 31 December 2018.

The current analytical study belongs to meta-analysis studies and aims at:

- 1 Monitoring the studies that dealt with the uses of Arab youth for the traditional and new media, during the period from 1 January 2009 to 31 December 2018.
- 2 Discovery of topics and research issues addressed by the studies sample analysis.
- 3 Identify the methodological and theoretical frameworks, as well as the most important findings of those studies.
- 4 To reach a vision for the future, and propose a research agenda to develop research in the field of Arab youth uses of traditional and new media.

The study reached a number of results, the most important of which are:

- The noticeable increase in the use of digital media by Arab youth, which was reflected negatively on their use of traditional media.
- The new digital generation is beginning to feel a relative separation from the traditional society, because it is integrated into social networks that vary and diverse as much as interests and domains.