

# Journal



# of P R Research

## Middle East

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## **The role of the new media in the promotion of rumors and mechanisms to prevent them**

### **Field study on media professors and journalists**

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#### **Abstract**

The researcher discussed the role of the new media in the promotion of rumors and mechanisms to address them. The researcher's sense of the problem came through seeking to identify the role played by the new media and the effectiveness of the tools and methods used in disseminating the rumor. With regard to rumors. The researcher noted that the new media and its users are dealing with subjects, issues and news that can be said to be irrelevant. This is what the research sought to prove through the research questions. The researcher followed the analytical descriptive approach as a full approach. It is based on the collection of facts and information, then comparing, analyzing and interpreting them to reach acceptable generalizations. The researcher used the descriptive approach using the survey methodology, aiming to survey the practice methods for media users of the new media.

**The results of the research show that:** - 80% of the research community believe that the new media have a role in the promotion of rumors. 65% of the research community strongly agree that social networking sites are a breeding ground for rumors. 70% of the research community strongly agree that the new media helped to spread the rumor around the world within hours, while 28% agree, 1% said they disagree, and it is the same percentage of those who do not have a specific opinion, and the percentage of those who disagree strongly disappeared.

**The study recommended** - To raise awareness through the various media about the necessity of conscious use of social networking sites to ensure adherence to the customs and traditions of the Arab society. Create electronic accounts on the social networking sites of the official institutions and ministries in order to interact with the public, follow up the reactions, and respond immediately to inquiries. Provide training and training opportunities for security and police personnel in the conscious and informed handling of rumors.

