

The Role Of The Social Media In Raising The Awareness Of Umm Al-Quwain University's Students About The Importance Of Participating In Expo 2020 - Dubai

DR. AHED MAHIR MUSA ABO DRAZ¹, DR. ELSIR ALI SAAD MOHAMED²

¹The Assistant Professor – College of Mass Communication – Umm Al-Quwain University
drahed.draz@uaqu.ac.ae, <https://orcid.org/0000-0002-5980-7381>

²The Associate Professor – College of Mass Communication – Umm Al-Quwain University
drelsir.ali@uaqu.ac.ae, <https://orcid.org/0000-0002-2899-1905>

THE ABSTRACT:

The survey aims at highlighting the role of the social media in raising the awareness of Umm Al-Quwain University's students about the importance of their participation in EXPO 2020 – Dubai.

The descriptive and analytical method has been employed to conduct this study. The students of Umm Al-Quwain University in UAE represent the population of the survey. The questionnaire of the study was distributed on-line to the students. 277 questionnaire forms filled by the students were received. Those interviewees represent the actual sample of the study. The questionnaire was used as tool to collect the required data.

Following are the most important finding of the survey:

- The most challenges addressed by EXPO 2020 – Dubai, as per the interviewees, were the sustainability, followed by the Opportunities, then the mobility.
- The most reasons why the survey sample's individuals from Umm Al-Quwain University's students were following up EXPO 2020's events were for increasing their knowledge while the least one was for following up the news.
- Most the survey sample's individuals from Umm Al-Quwain University's students were discussing the subjects related to EXPO 2020 with the individuals of their families.
- The social media were targeting all the individuals of the society to promote EXPO 2020 events.

The survey made several recommendations of which the most important are: The management of Umm Al-Quwain University should raise the awareness of their students about how to make use of the social media in their university studies, general culture and working life be the means of training courses, awareness booklets as well as other similar events.

Key words: The social media - Umm Al-Quwain University - EXPO 2020 – Dubai

The Survey Background and its importance:

Introduction:

The social media have recently become one of the basic necessities of life. It also serves

as the link between Institutions, components and ingredients of social structure as they assume the responsibility to present the demonstration and presentation about each other social institution. Thus, they play a vital role in

shaping the public opinion and mobilizing the communities around specific opinions, ideas and trends. No matter how geographically distanced these audiences are. It has a wide influence in creating broader impact on the audiences and push them towards specific ideas and opinions.

The United Arab Emirates ranks among the top 10 countries in the world in terms of the social media users per population (The Guide for using the social media in the government institutions in UAE – 2011).

The social media also plays an important role in strengthening the intellectual building for the students and consolidating their awareness about the same. It also provides them with communicative concepts that creating further alternatives with which the students may interact under ongoing debate and integrated qualitative introduction of their issues in the national action program as well as dialogues that share the common ideas between the students and vary in other cases.

Expo 2020 Dubai was the world's largest cultural gathering that spanning over 180 days. Its program is full of splendour events and activities that impressed the world with more than 200 exhibitors and millions of visitors from around the world. EXPO 2020 – Dubai, lasted for 6 months, was the destination to visit where the world gathered to get involved in thousands amazing exploratory activities, experiences and events. Admission was free for those under 18 years of age.

Dr. Haitham Al Samraie, the Dean of the College of Mass Communication emphasized the importance of raising young people's awareness, in particular the students, about the positive use of the social media pointing out to the tweet of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai about his call to stop the chaos and the negative use of the social media as well as the standards to which he called for adherence to strengthen

the social responsibility and enhance the social sense (The Website of Al Khaleej's Golden Jubilee - www.alkhaleej.ae)

According to Dr. Jala Hatim, the Chancellor of Umm Al-Quwain University, all members of the University's faculty, the administrative staff and the students of all colleges were well-prepared by the university to ensure their active participation in EXPO 2020. In this regard, the University coordinated with Management of EXPO 2020 to arrange several visits for them as per the various focal areas of EXPO 2020 including business pioneering and management, Innovation, Technology and Sustainability. That comes in line with the University's policy to support all UAE development plans. The Chancellor added that the necessary arrangements were made to ensure our active participation in this unprecedented event in a manner worthy of the greatness of the occasion. He added that this participation is a part of the role played by Umm Al Quwain University through its colleges and programs to support the UAE national agenda and achieve our strategic themes and aims of 2021. He noted that the Students' Affairs Deanship has been instructed to arrange field visits for the interested teachers and students to the stands of the major companies and corporation participating in EXPO events in order to strengthen the skills of our students through the volunteers' program organized by the University in collaboration with the organizing and supervising committees of EXPO2020.

Dr. Jala Hatim pointed out that the University has made plans supervised by a teamwork from the University to take full advantage from EXPO 2020 which is considered a unique and valuable opportunity of its kind. The teamwork is currently studying the areas and potentials for benefiting from such event for internships or job opportunities for the students or providing access for the

students to keep abreast of latest developments in all applied sciences and engineering. He noted that contact will be made the supervisors of EXPO2020 in order to organize workshops and presentations for the students in the University and arrange the participation in the scientific activities in the field of sustainability as well as all environment-related issues. "The students have been already encouraged to actively take part in such events and register in the Volunteering Work Platform (Al Bayan Newspaper website- (www.albayan.ae))

Given the importance of the social media and their great impact on all individuals of the society, in particular the university students and due to the importance of EXPO2020 – Dubai as a national and international event of considerable interest to the United Arab Emirates, this survey has been conducted to highlight the role of such social media in raising the awareness of the students about the importance to participate in EXPO2020 Dubai.

First: The Survey's issue and questions:

The objectives and roles of the social media are diverse for the students. The same is not confined in specific limit, however it plays a considerable role in the process of influencing the large numbers of their daily users, certain programs should be introduced in order to employ and make benefit of the same. The proper employment and use of the social media will make the users, notably the students, more anxious to serve their nation.

The survey issue embodies in the following major question:

What is the role of the social media in raising the awareness of Umm Al Quwain University's students about the importance of their participation in EXPO2020 – Dubai?

The above major question branches off into the following sub-questions:

- (1) What is the extent of Umm Al Quwain University students' knowledge of EXPO2020-Dubai?
- (2) To what extent the students of Umm Al Quwain University are following up in EXPO2020 events via the social media?

Second: The Survey Objectives:

This survey is designed to achieve the following objectives:

- (1) Illustrate Umm Al Quwain University students' knowledge of EXPO2020-Dubai.
- (2) Determine to what extent the students of Umm Al Quwain University are following up in EXPO2020 events via the social media.

Third: The Importance of the survey:

The Importance of the survey lies in the following:

- (1) The importance of the subject addressed by the survey. That is the role of the of the social media in raising the awareness of the students about the importance to participate in EXPO2020 Dubai.
- (2) This survey may benefit the students of Umm Al Quwain University by taking the advantage of the social media in their university study, public culture and working life.
- (3) This survey may be very useful for the management of Umm Al Quwain University for introducing new proper networking mechanisms to communicate with its students serving the university education process through the different social media.
- (4) The survey will also serve the government and non-government institutions by promoting and highlighting their national products

and service during the national and international events.

Fourth: The limits of the study:

The survey includes the following limit:

- (1) The Subjective limit: This study addresses the subject of the social media's role in raising the awareness of Umm Al-Quwain University's students about the importance of their participation in EXPO 2020 – Dubai.
- (2) Time limit: The preparation of this study covers the period from November 2021 to January 2020.
- (3) The Spatial limit: This study was conducted in the United Arab Emirates.
- (4) Human limit: This survey targets the students of Umm Al Quwain University.

Fifth: The previous studies:

Several previous studies have addressed subject related to this study such as follows:

- (1) Study of (Abo Draz 2021) aims at identifying the impact of the social media on the efforts made by the UAE Ministry of Health & Prevention on facing COVID 19 pandemic. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. As per the findings of this study, the reality of the social media has been evaluated as accepted with rating of (very large), communication mechanisms with the nationals and raising of their awareness rated accepted with (large) grade and communication mechanisms with the related sectors and institutions accepted with (medium) grade.
- (2) The aim of (Abo Draz 2020) study is to highlight the communication activities of the Public Relations

and its role in building the mental image among the people of the municipalities of Gaza Provinces. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. The most important finding of the study was that the most important tools used by the PR of each municipality was the social media.

- (3) The main purpose of Abo Draz 2020) study is to identify the impact of the digital media on the Social Issues in Palestine. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. The most widely accessible digital media is the Facebook while the writing conversion is the most accessible communication means the digital media's friend. The most fields followed up be the users of the Digital Media means is the social media followed by the pollical field.
- (4) Abo Draz 2021 study aims at focusing the light on the role of the electronic press in building the conceptional image of the national unity among the students in Gaza stripe. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. This study concluded that 50% of the survey sample's individuals from the students of Gaza universities in Gaza provinces, are persistently surfing the Palestinian electronic newspapers. One of the most important reasons for the lack interest of some sample's

individuals from the students of Gaza universities in Gaza provinces to follow up the national unity's issues on the Palestinian electronic newspapers is the biased and unattractive was of covering the national unity's issues on such newspapers.

- (5) Al Masri & Abo Jabr (2017) study's main objective is to determine the relationship between the levels of the usage of the digital media by the Palestinian public and the level of their knowledge of the youth issues. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. One of the most conclusions of the study is that the Palestinian Public depends in the First rank on the internet as source for collecting the information.
- (6) Al Hajeri study(2017)is designed to highlight the role of the media on raising the family awareness in the community. The study has depended on the Descriptive analytical methodology and used the Questionnaire as tool for collecting the required data. The study concluded that with taking into account the current changes that paly the main role in causing such kind of impact and awareness whether negatively or positively, we cannot make an absolute judgement on any impact caused by the media and its contribution to raising the family awareness on the individual or the community.
- (7) Shaqora Study (2014) was conducted to identify the impact of the social media and the modern communication means on the political changes in the Arabia region during the period 2011-

2014. The study was based on the Descriptive analytical methodology. The most important conclusion by the study the advanced communication means and the social media have become as pressure and monitoring elements. Thus, their role and impact on the political life in the Arab communities have considerably increased.

- (8) FIDA Study (2014) is intended to highlight the impact of the new media on the cultural development among the young people. The study was based on the Descriptive analytical methodology. It is considered as one of the quantitative and qualitative researches. The most important finding promoted by the survey is that we can only emphasize on the importance of indicating the disadvantages of the new media.
- (9) ALNAIRAT Study (2014) aims at recognizing the impact of the communal media on shaping the public opinion. The study was based on the Descriptive analytical methodology. It is considered as one of the quantitative and qualitative researches. The most important finding. The strong impact of the social media means on the peoples and their ability to motivate them to move and participate in public life.

Sixth: Comments on the previous studies:

- Most previous studies are relatively recent as they were conducted during the period 2014-2021.
- The previous studies cover issues related to the topic of this survey such as the social media, the communicative activities of the

Public Relations, the digital media, the electronic press, the new media and the communal media.

- Venues on which the previous studies were conducted, vary from Palestine, UAE to Saudi Arabia
- All the previous studies used the Descriptive analytical methodology.
- The researcher has benefited from the previous studies in building the tool of his study i.e., the questionnaire.

The Theoretical Framework

First: The social media:

These are platforms established on the Internet or the mobile phone enabling two-way interaction through specific contents produced by the users themselves and online communication between the users. The social media are not like the media means which are only run from only one source or fixed network website. They are means for networking through specific platforms especially designed to enable the users to develop and produce the contents on their own and interact with the data and their source (KAESER & others 2015:11). The social media refers to the internet-based programs and websites to facilitate the communication between the users and share the information between themselves via mobile phones or PCs. These networks may be used for social purposes such as interaction between friends, family members and others wherever they may be. They may be used also for commercial purposes as such networks have become as important marketing platforms for the companies to attract potential

customers. The social media provide their users with access to their contents which include various types of information, photos, Video clips and documents.

The telecommunications technology revolution is the main reason for the emergence of various social media sites. The Internet which connects all computer networks all over the world is the birthplace for the social media. The first social media site emerged in 1997 as that time it was named "Six Degrees"

The telecommunication revolution was root cause of the emergence of the various social media. The internet interconnected between the computer networks all over the world was the birthplace of such sites, The first social media was established in 1997 and known as (.....). It was very different from the nature of the websites existing at that time. It allowed its users to establish their own profiles and permitted the users to accommodate other users in their pages in the Mawdoo website (website: www.mawdoo3.com).

Second: Umm Al Quwain University:

Umm Al Quwain University is the first leading high education institution established in Umm Al Quwain. It was established in accordance with the instructions of His Highness Sheikh Saud bin Rashid Al Mulla as a scientific beacon that educating the people of the country whether nationals or residents, preparing them to keep with the aspirations of the job market, promoting the concepts of the creativity and innovation and qualifying them as effective contributors in the accelerating developments in fields of science and technology. Following are the vision, mission, philosophy and values of the University (as set out in Umm Al Quwain University website:

www.uaqu.ac.ae):

- Vision

Umm Al Quwain University aspires to be one of the reputable institutions of higher education recognized in all over the Middle East.

- Mission

Umm Al Quwain University is committed to providing learners and the larger community with education and life-long learning experiences through provision of quality undergraduate and graduate programs and professional development. UAQU will achieve this by engaging effectively with the community, establishing links with industry and other global universities and institutions, and adopting international best practices and innovation in research and scholarship.

- Philosophy

UAQU acknowledges that a high standard in higher education is possible only by maintaining academic and professional excellence in the faculty, staff and students. Only the pursuit of excellence by the institution guarantees respect and credibility both from the local and the international communities. The University is confident of prominent role it will play in fostering educational and technological advancement in the United Arab Emirates and the region.

- Values

Umm Al Quwain University endeavors to achieve its mission through the following set of core values which define its character and culture: Student focused, Integrity and transparency, Mutual respect, fairness and equitable opportunities, Mutual respect, fairness and equitable opportunities, Ethical code of conduct, Teamwork spirit and Creativity and innovation.

Third: EXPO2020 – Dubai:

EXPO2020 – Dubai is classified as one of the exhibitions known as (high profile international exhibitions). These exhibitions date back to many centuries ago since the organization of the first International Expo in London in 1851. These exhibitions have contributed to providing the necessary solutions for the challenges and problems that faced the mankind. Recently this kind of exhibition has become as vital platform for sharing the knowledges and collaborations between the governments, companies and individuals. EXPO2020 was organized by the Emirate of Dubai in UAE during the period from 01/10/2021 to 31/03/2022. The International Exhibitions Bureau, in its General Assembly held in Paris on November 2013 announced Dubai as winner of the right to host Expo 2020 Dubai. Expo 2020 Dubai was incubation environment for the new ideas from all over the world. The exhibition is entitled "Connecting Minds and Making the Future". It also inspires subheadings such as "Opportunities, mobility and sustainability", the entire world to protect the planet, explore new horizons and build a bright future (Visit Dubai website: www.visitdubai.com).

The Methodology of the study:

First: The Survey Approach:

The analytical Descriptive Approach was adopted in this study. This approach is based on the study of the phenomenon as it exists in the fact. It is very concerned with accurate description of such phenomenon and expressed of the same in qualitative and quantitative terms.

The sources of data in this study is divided to the following two types:

- (1) The major data: involve in the study tool (questionnaire) used to identify the role of the

social media in raising the awareness of the students of Umm Al Quwain University about the importance of participation in EXPO 2020 Dubai.

- (2) The second data: Involve in the previous studies and literatures as well as all books and publications relating to the field of this study.

Second: The study population:

The study population in this survey are the students of Umm Al Quwain University in UAE.

Third: The study sample:

The Questionnaire was electronically distributed to the students of Umm Al Quwain University. 277 questionnaires duly filled by the students were received. This number represents the real sample of the study.

The following table shows the breakdown of the individuals of the study sample:

Table No. (1) The gender-wise breakdown of the individuals of the study sample

SN	Gender	Number	Percentage
1	Male	186	67.1%
2	Female	91	32.9%
TOTAL		277	100%

It is shown in the above table, the males in the individuals of study sample account for 67.1% while the females account for

32.9%. The most individual of the study sample from the Students of Umm Al Quwain University are males.

Table No. (2) The education level-wise breakdown of the study sample's individuals

SN	Gender	Number	Percentage
1	First Level	99	35.7%
2	Second Level	60	21.7%
3	Third Level	30	10.8%
4	Fourth Level	88	31.8%
TOTAL		277	100%

As indicated in the above table, 35.7% of the individuals of study sample in the first university level, 21.7% in the second university level, 10.8% in the third university level while 31.8% in the fourth university level. The individual of the study sample from the Students of Umm Al Quwain University are relatively distributed in the four university levels.

Fourth: The Survey Tool:

The questionnaire was used as survey tool to collect the required information. It was specially designed to determine the role of

the social media in the awareness of the students about the importance to participate in EXPO2020 Dubai.

The questionnaire components:

The questionnaire comprises of the following:

- (1) The Personal Data: consists of the following personal date: the gender and the education level.
- (2) The aspect of the extent of the knowledge of Umm Al Quwain University's

students about EXPO 2020 Dubai: consists of 6 sub-questions.

- (3) The aspect of the extent of follow-up by Umm Al Quwain University's students of the events of EXPO 2020 Dubai: consists of 12 sub-questions.

Truthfulness as per the arbitrators' point of view:

The questionnaire was presented to 5 arbitrators with expertise and specialty for verification of the correctness of language formulation of the questionnaire, the clearness of the questionnaire's instructions, the relevance of the topics to the questionnaire and questions to the questionnaire's topics and whether the questionnaire is valid for measurement of the objectives related to the survey. Thus, the whole truthfulness of the questionnaire has been verified as per the arbitrators' point of view.

The used statistical methods:

For response to the questionnaire questions, the Statistical Package for the Social Sciences (SPSS) has been used for making the necessary statistical analysis for the survey.

The Results of Field Study:

First: Answer to Question I:

The question was:

How familiar are the students of Umm Al Quwain University with EXPO 2020 Dubai?

The above question has been answered by counting the repetitions of the answers made by the individuals of the study sample and their percentages for the following sub-questions:

1. What are the most challenges addressed by EXPO 2020 Dubai?

Table (3) : Responses to the Question: What are the most challenges addressed by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage
1	Sustainability	146	%52.7
2	Opportunity	93	%33.6
3	Mobility	29	%10.5
4	all the aforesaid	9	%3.2
TOTAL		277	

The above table indicates that the study sample's individuals who considered that the most challenge addressed by EXPO 2020 Dubai is the Sustainability account for 52.7 followed by (Opportunity) (33.6%), Mobility (10.5%) and all the aforesaid (3.2%). That means most challenges

addressed by EXPO 2020 Dubai are the sustainability, Opportunity and Mobility respectively.

2. What are the most issues focused by EXPO 2020 Dubai?

Table 4: Responses to the Question: What are the most issues addressed by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	Technology	147	53.1
2	Tourism	60	21.7

3	Trade	28	10.1
4	Education	18	6.5
5	Industry	6	2.2
6	Health	3	1.1
7	Sport	1	0.4
8	all the aforesaid	13	4.7
9	Others	1	0.4
TOTAL		277	100%

As per above table, the study sample's individuals who considered that the most challenge addressed by EXPO 2020 Dubai is the Technology account for (53.1%) followed by Tourism (21.7%), Trade (10.1%), Education (6.5%), Industry (2.2%), Health (1.1%), Sport (0.4%), all the aforesaid(4.7%) and Others (0.4%). That

means most challenges addressed by EXPO 2020 Dubai is the technology and and the least one is the sport.

3. What are the subjects of the Opportunity focused by EXPO 2020 Dubai?

Table 5: Responses to the Question: What are the subjects of the Opportunity focused by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	New Industrial Sectors	174	62.8%
2	Employment	32	11.6%
3	Education	31	11.2%
4	Governance	24	8.7%
5	physical capital	9	3.2%
6	all the aforesaid	4	1.4%
7	Others	3	1.1%
TOTAL		277	100%

The above table illustrates that the study sample's individuals considered that the most the subjects of the Opportunity focused by EXPO 2020 Dubai are New Industrial Sectors (62.8%), Employment (11.6%), Education (11.2%),governance (8.7%), physical capital (3.2%),all the aforesaid (1.4%) and Others (1.1%) respectively. In other words, most the

subjects of the Opportunity focused by EXPO 2020 Dubai are New Industrial Sectors and the least ones are physical capital.

4. What are the subjects of the Sustainability focused by EXPO 2020 Dubai?

Table 6: Responses to the Question: What are the subjects of the Sustainability focused by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	Building of sustainable cities	155	56.0%
2	Bio-diversity	55	19.9%
3	Natural Resources Management	40	14.4%
4	Combating the climate changes	22	7.9%

5	all the aforesaid	4	1.4%
6	Others	1	0.4%
TOTAL		277	100%

As shown in the above table, the study sample's individuals considered that the most the subjects of the Sustainability focused by EXPO 2020 Dubai are the Building of sustainable cities (56.0%), Biodiversity (19.9%), Natural Resources Management (14.4%), Combating the climate changes (7.9%), all the aforesaid (1.4%) and Others (0.4%). In other words,

most the subjects of the Opportunity focused by EXPO 2020 Dubai are Building of sustainable cities and the least ones are Combating the climate changes.

5. What are the subjects of the Mobility focused by EXPO 2020 Dubai?

Table 7: Responses to the Question: What are the subjects of the Mobility focused by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	exploration	91	32.9%
2	Digital communication	62	22.4%
3	Logistic services	54	19.5%
4	Transport	35	12.6%
5	Travel	17	6.1%
6	Personal mobility	13	4.7%
7	all the aforesaid	4	1.4%
8	Others	1	0.4%
TOTAL		277	100%

As shown in the above table, the study sample's individuals considered that the most the subjects of the focused by EXPO 2020 Dubai are the exploration (32.9%), Digital communication (22.4%), Logistic services (19.5%), Transport (12.6%), travel (6.1%) all the aforesaid (1.4%) and Others (0.4%). In other words, most the subjects of

the Opportunity focused by EXPO 2020 Dubai are exploration and the least ones are Personal mobility.

6. What are the education objectives highlighted by EXPO 2020 Dubai?

Table 8: Responses to the Question: What are the subjects of the education objectives focused by EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	E-education and the tools of the modern education	166	59.9%
2	Quality Education	57	20.6%
3	Access to Education	40	14.4%
4	Guidance & supportive social networks	14	5.1%
TOTAL		277	100%

As shown in the above table, the study sample's individuals considered that the most the subjects of the focused by EXPO 2020 Dubai are those of E-education and the tools of the modern education (59.9%), Quality Education (20.6%), Access to Education (14.4%) and Access to Education (14.4%) . In other words, most the subjects of the Opportunity focused by EXPO 2020 Dubai are E-education and the tools of the modern education and the least ones are Guidance & supportive social networks.

Second: Answer to Question 2:

The question was:

Extent to which the students have followed up the EXP 2020 Dubai's events through the social media?

The above question has been answered by counting the repetitions of the answers made by the individuals of the study sample and their percentages for the following sub-questions:

- (1) Extent to which you followed up the EXP 2020 Dubai's events through the social media?

Table No. 9: Responses to sub-question No. 1: Extent to which you have followed up the EXP 2020 Dubai's events through the social media:

SN	Response	Repetition	Percentage%
1	Large follow-up	105	37.9%
2	medium follow-up	138	49.8%
3	Poor follow-up	34	12.3%
TOTAL		277	100%

As stated in the above table, the study sample's individuals from the students of Umm Al Quwain University who were following up EXP 2020 Dubai's events via the social media with (large follow-up) account for 37.9%, (medium follow-up) 49.8% and (Poor follow-up) 12.3%. That means about half of the study sample's individuals from the students of the Umm

Al Quwain University were following up EXP 2020 Dubai's events via the social media with (medium follow-up)

- (2) Extent to which you were interested to follow up the EXP 2020 Dubai's events through the social media?

Table No. 10: Responses to sub-question No. 2: Extent to which you were interested to follow up the EXP 2020 Dubai's events through the social media

SN	Response	Repetition	Percentage%
1	Considerable attention	134	48.4%
2	Medium attention	125	45.1%
3	Poor attention	18	6.5%
TOTAL		277	100%

Table No. 10 illustrates that the study sample's individuals from the students of

Umm Al Quwain University who were who were interested to up the EXP 2020 Dubai's

events through the social media with considerable attention account for (48.4%), Medium attention (45.1%) and Poor attention (6.5%).

Thus, most individuals of the study sample from the students of Umm Al Quwain University were caring about the events of

EXPO 2020 Dubai with an attention ranging between considerable and moderate.

(3) To what extent to you were accessing the EXP 2020 Dubai's events through the social media?

Table No. 11: Responses to sub-question No. 3: To what extent to you were accessing the EXP 2020 Dubai's events through the social media.

SN	Response	Repetition	Percentage%
1	Daily	106	38.3%
2	Weekly	88	31.8%
3	Monthly	8	2.9%
4	depending on the circumstances	75	27.1
TOTAL		277	100%

Table No. 11 illustrates that the study sample's individuals from the students of Umm Al Quwain University who were accessing the EXP 2020 Dubai's events through the social media daily account for (38.3%), weekly (31.8%), monthly (2.9%) and depending on the circumstances (27.1%) of the total number of the study sample's individuals

Thus, most individuals of the study sample from the students of Umm Al Quwain

University were accessing the events of EXPO 2020 Dubai through the social media daily.

(4) How many hours you were following-up the EXP 2020 Dubai's events through the social media?

Table No. 12: Responses to sub-question No. 4: How many hours you were following-up the EXP 2020 Dubai's events through the social media.

SN	Response	Repetition	Percentage%
1	Less than one hour	142	51.3%
2	One hour	77	28.8%
3	Two hours	30	10.8%
4	More than two hours	28	10.1%
TOTAL		277	100%

As per the above Table No. 12, the study sample's individuals from the students of Umm Al Quwain University in UAE who were accessing the EXP 2020 Dubai's events through the social media daily for less than one hour account for (51.3%), One hour (28.8%), Two hours (10.8%) and

More than two hours (10.1%) of the total number of the study sample's individuals. That means more than half of the study sample's individuals from the students of Umm Al Quwain University in UAE who were accessing the EXP 2020 Dubai's

events through the social media for less than one hour each day.

(5) To what extent the social media have contributed in increasing your knowledge about EXP 2020 Dubai's events?

Table No. 13: Responses to sub-question No. 5: To what extent the social media have contributed in increasing your knowledge about EXP 2020 Dubai's events

SN	Response	Repetition	Percentage%
1	Large contribution	163	58.8%
2	Medium contribution	101	36.5%
3	Poor contribution	13	4.7%
TOTAL		277	100%

The above Table No. 13 indicates the study sample's individuals from the students of Umm Al Quwain University in UAE believe that the social media have contributed in increasing their knowledge about the EXP 2020 Dubai's events with large contribution (58.8%), Medium contribution (36.5%) and Poor contribution (4.7%).

That means more that nearly half of the study sample's individuals from the

students of Umm Al Quwain University in UAE believe that the social media have contributed in increasing their knowledge about the EXP 2020 Dubai's events with large contribution.

(6) To what extent the social media have contributed in enhancing your participation in the events of EXPO 2020 Dubai.

Table No. 14: Responses to sub-question No. 6: To what extent the social media have contributed in enhancing your participation in the events of EXPO 2020 Dubai.

SN	Response	Repetition	Percentage%
1	Large contribution	145	52.3%
2	Medium contribution	115	41.5%
3	Poor contribution	117	6.1%
TOTAL		277	100%

The above Table No. 14 indicates the study sample's individuals from the students of Umm Al Quwain University in UAE believe that the social media have contributed in enhancing your participation in the events of EXPO 2020 Dubai with large contribution (52.3%), Medium contribution (41.5%) and Poor contribution (6.1%).

That means more that nearly half of the study sample's individuals from the students of Umm Al Quwain University in UAE believe that the social media have contributed in enhancing their participation in the events of EXPO 2020 Dubai.

- (7) What are your reasons for following up EXPO 2020 Dubai's events through the social media?

Table No. 15: Responses to sub-question No. 7: What are your reasons for following up EXPO 2020 Dubai's events through the social media

SN	Response	Repetition	Percentage%
1	Increasing my knowledge	177	63.9%
2	for information and follow-up	28	10.1%
3	Easy access to information	28	10.1%
4	Spreading the ideas	22	7.9%
5	leisure-time	18	6.5%
6	dissemination of news	2	0.7%
7	All the aforesaid	22	0.7%
TOTAL		277	100%

The above Table No. 15 indicates the study sample's individuals from the students of Umm Al Quwain University in UAE who were following-up the in the events of EXPO 2020 Dubai via the social media for the reason of Increasing my knowledge account for (63.9%), for information and follow-up (10.1%), Easy access to information (10.1%), for Spreading the ideas (7.9%), , leisure-time (6.5%), dissemination of news (0.7%) and All the aforesaid (0.7%).

That means the most reason for which the study sample's individuals from the students of Umm Al Quwain University in UAE were following up the events of EXPO 2020 Dubai was Increasing my knowledge and the least one was dissemination of news.

- (8) How was the impact of the social media on EXPO 2020 Dubai?

Table No. 16: Responses to sub-question No. 8: How was the impact of the social media on EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	Large impact	211	67.2%
2	Medium impact	61	22.0%
3	Poor impact	5	1.8%
TOTAL		277	100%

The above Table No. 16 shows that the study sample's individuals from the students of Umm Al Quwain University in UAE who believe that the impact of the social media on EXPO 2020 Dubai was large (67.2%), Medium impact (22.0%) and

Poor impact (1.8%). That means the social media have created a large impact on EXPO 2020 Dubai.

- (9) What means do you find most supportive for promoting EXPO 2020 Dubai together with the social media?

Table No. 17: Responses to sub-question No. 9: What means do you find most supportive for promoting EXPO 2020 Dubai together with the social media?

SN	Response	Repetition	Percentage%
1	Educational institutions	149	53.8%
2	Non-educational institutions	59	21.3%
3	Family	42	15.2%
4	Non-government non-educational institutions	10	3.6%
5	all the aforesaid	11	4.0%
6	Others	6	2.2%
TOTAL		277	100%

As per the above Table No. 17, the study sample's individuals from the students of Umm Al Quwain University in UAE who consider that the most means supporting the promotion of EXPO 2020 were the educational institutions (53.8%) followed by the non-educational institutions (21.3%), family (15.2%), Non-government non-educational institutions (3.6%), all the

aforesaid (2.2%) and Others (2.2%). Thus, the most supportive means in promoting the events of EXPO2020 Dubai along with the social media were the educational institutions while the least ones were non-educational institutions.

- (10) What role did the social media play in promoting EXPO 2020 Dubai?

Table No. 18: Responses to sub-question No. 10: What role did the social media play in promoting EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	Positive role	265	95.7%
2	Negative role	6	2.2%
3	No role played	6	2.2%
TOTAL		277	100%

As per the above Table No. 17, the study sample's individuals from the students of Umm Al Quwain University in UAE who consider that the role played by the social media is a positive one account for (2.2%), negative role (2.2%) and no role played (2.2%). Thus, as per the view of the majority of the study sample's individuals

from the students of Umm Al Quwain University in UAE, the social media played a positive role in promoting EXPO 2020 Dubai.

- (11) With whom you were discussing the subject related to EXPO 2020 Dubai?

Table No. 19: Responses to sub-question No. 11: With whom you were discussing the subject related to EXPO 2020 Dubai?

SN	Response	Repetition	Percentage%
1	Family members	121	43.7%
2	Friends from outside University	79	28.5%
3	Friends from the University	55	19.9%
4	Neighbours	3	1.1%
5	all the aforesaid	13	4.7%
6	Others	6	2.2%
TOTAL		277	100%

As per the above Table No. 19, the study sample's individuals from the students of Umm Al Quwain University in UAE who were discussing the subject related to EXPO 2020 Dubai with their Family members account for (43.7%), Friends from outside University (28.5%), Friends from the University (19.9%), Neighbours (1.1%), all the aforesaid (4.7%) and Others (2.2%). Thus, most the study sample's

individuals from the students of Umm Al Quwain University in UAE were discussing the subject related to EXPO 2020 Dubai.

- (12) What are the most categories targeted by the social media to learn about the events of EXPO 2020 Dubai?

Table No. 19: Responses to sub-question No. 11: What are the most categories targeted by the social media to learn about the events of EXPO 2020 Dubai

SN	Response	Repetition	Percentage%
1	All individuals of the society	200	79.4%
2	Men	24	8.7%
3	Students of Universities	21	7.6%
4	Women	11	4.0%
5	Children	1	0.4%
TOTAL		277	100%

The above table shows that the study sample's individuals from the students of Umm Al Quwain University in UAE who consider that the most categories targeted by the social media to learn about the events of EXPO 2020 Dubai are All individuals of the society (79.4%), men (8.7%), Students of Universities (7.6%), Women (4.0%) and Children (0.4%). The above figures indicating that the social media were targeting all individuals of the society to brief them about the events of EXPO 2020 Dubai.

FINDINGS, RECOMMENDATIONS & PROPOSED STUDIES:

First: The survey findings:

- (1) The most challenges addressed by EXPO 2020 – Dubai as per the interviewees, were the sustainability, followed by the Opportunities, then the mobility.
- (2) The most challenges addressed by EXPO 2020 Dubai is the technology and the least one is the sport.

- (3) The most the subjects of the Opportunity focused by EXPO 2020 Dubai are New Industrial Sectors and the least ones are physical capital.
- (4) The most the subjects of the Opportunity focused by EXPO 2020 Dubai are Building of sustainable cities and the least ones are Combating the climate changes.
- (5) The most the subjects of the Opportunity focused by EXPO 2020 Dubai are exploration and the least ones are Personal mobility
- (6) most the subjects of the Opportunity focused by EXPO 2020 Dubai are E-education and the tools of the modern education and the least ones are Guidance & supportive social networks
- (7) About half of the study sample's individuals from the students of the Umm Al Quwain University were following up EXP 2020 Dubai's events via the social media with (medium follow-up)
- (8) Most individuals of the study sample from the students of Umm Al Quwain University were caring about the events of EXPO 2020 Dubai with an attention ranging between considerable and moderate.
- (9) Most individuals of the study sample from the students of Umm Al Quwain University were accessing the events of EXPO 2020 Dubai through the social media daily.
- (10) More than half of the study sample's individuals from the students of Umm Al Quwain University in UAE who were accessing the EXP 2020 Dubai's events through the social media for less than one hour each day.
- (11) More that nearly half of the study sample's individuals from the students of Umm Al Quwain University in UAE believe that the social media have contributed in increasing their knowledge about the EXP 2020 Dubai's events with large contribution.
- (12) More that nearly half of the study sample's individuals from the students of Umm Al Quwain University in UAE believe that the social media have contributed in enhancing their participation in the events of EXPO 2020 Dubai.
- (13) The most reasons why the survey sample' individuals from Umm Al-Quwain University's students were following up EXPO 2020's events were for increasing their knowledge while the least one was for following up the news.
- (14) The effect of the social media on EXPO 2020 was very considerable.
- (15) The most supportive means in promoting the events of EXPO2020 Dubai along with the social media were the educational institutions while the least ones were non-educational institutions
- (16) The Role played by the social media in promoting EXPO 2020 was vert positive.
- (17) Most the survey sample' individuals from Umm Al-Quwain University's students were discussing the subjects related to EXPO 2020 with the individuals of their families.

- (18) The social media were targeting all the individuals of the society to promote EXPO 2020 events.

Second: The Study Recommendations:

1. The management of Umm Al Quwain University shall introduce new proper networking mechanisms to communicate with its students serving the university education process through the different social media.
2. The management of Umm Al-Quwain University shall raise the awareness of their students about the disadvantages of the social media and how to avoid the same.
3. The management of Umm Al-Quwain University shall raise the awareness of their students about how to make use of the social media in their university studies, general culture and working life be the means of training courses, awareness booklets as well as other similar events and activities
4. The management of Umm Al-Quwain University shall concern itself about how to make benefit from the national events in terms of its students and staff.
5. The government and non-government institutions shall seek how to promote their products and services in the national and international events.

Third: the recommended Studies

- (1) The role of the social media in raising the awareness of the students of Umm Al-Quwain University about their participation in the National events in UAE.
- (2) The mechanism for enabling the students of Umm Al Quwain University to take advantage of the social media in their university

education studies, the general culture and the working life.

- (3) The disadvantages of the social media for the students of Umm Al Quwain University and the mechanisms to avoid the same.

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