

The Role Of Egyptian Official Social Media Pages Of Celebrities And Official Institutions In Spreading Awareness On Citizenship And Human Rights

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Introduction:

The issue of human rights occupies a distinguished position in human thought; because the human being is the center of all rights, and his dignity is only achieved by obtaining them. On the other hand, being a recognized citizen of a country has many legal advantages, which may include- depending on the country- voting rights, holding public office, social security, health services, public education, permanent residence, owning land, or engaging in work, among other things. However, the concept of citizenship has layers of meanings much more than legal citizenship (Mertus & Mertus, 2010)¹.

The Definition of Citizenship:

Nowadays, "Citizenship" is more than a legal construct and is linked - among other things - to a personal sense of belonging, for example a sense of belonging to a community that you can directly shape and influence. Such a society can be defined by a variety of elements, for example a common moral code, an identical set of rights and obligations, loyalty to a jointly owned civilization, or a sense of identity. In a geographical sense, "community" is usually defined at two main levels, distinguishing between the local community, in which the person lives, and the state to which the person belongs (Citizenship and Participation, 2020)².

And in the relationship between the individual and society we can distinguish between four dimensions that are related to the four sub-systems that one can perceive in society, and which are fundamental to its existence; the political dimension of citizenship, the social dimension, the cultural dimension, and the economic dimension of citizenship. These four dimensions of citizenship are achieved through the processes of socialization that take place in the school, in families, civic organizations, and political parties, as well as through associations, the media, neighborhoods, and peer groups.

Human rights, citizenship and media:

With regard to the dissemination of the thought of citizenship and human rights, we find that the media, including social networking sites, play an important role in transmitting information and details of cases to the public. Social networking sites are one of the important tools affecting the political, economic and social fields. It is one of the symbolic tools for implementing policies in different social frameworks, and those roles they play aim to influence the concepts of others and work to form and build the agenda of the interests of the groups of society and build an image of the individual about himself and his role, responsibilities and rights and his attitude towards others.

Social media and the awareness of citizenship values:

Since its emergence in 1995, social media has taken the world by storm, becoming a necessary staple in the developed world. Nowadays, 5 billion people, 63.1% of the human population, are connected on the web allowing individuals and groups to connect to anyone anywhere at any time they choose. Social media has revolutionized our communication methods, our approach to advertising, and, because of its ability to eliminate borders and transcend the informational confines of physical space, it has even shifted our social structures and our cultures, playing a role not only in the outlook individuals have on their society, but also in the formation of their identity.

In the words of Dr. Jakob Svensson of Malmo University, "Digital media works in tandem with processes of individualization and reflexivity. Social media is important in this. It is changing the way we are behaving." He went on to say, "Someone posting on Facebook and seeing the number of 'likes' it generates affirms the old idea that being recognized by others helps define one's sense of identity and importance."

Nowadays, we live in an age where nearly everybody has at least one social media platform account, and celebrities and heads of state can easily interact with laypeople and the working class and vice versa if they so choose, and anybody can document moments from their lives or their personal views on a certain subject and share it with an enormous audience without need for formalities, inconveniences, or verifying their information.

This has created a unique opportunity for governments to educate civilians about their rights and responsibilities as well as inform civilians about significant news events and political developments by being able to connect with them using devices that are always available to them and nearly always in use. This has been very clearly evidenced by activists utilizing social media in order to ignite social change and reform, creating “viral”, or widespread and popular tags in order to support their movements, such as the “#metoo” movement that raised awareness on sexual assault, the negative effects of victim blaming, and the necessity of amending the education systems and social norms in order to discourage predatory behaviors.

Another powerful example is the “#blacklivesmatter” movement, which highlighted the unjust treatment received by people of color in the west, particularly the disproportionate violence they faced from law enforcement, as well as unequal opportunities to succeed in education and employment. Social media has also generated unique issues with policing new forms of terrorism and socio-political communications, as well the ways in which individuals navigate social media platforms in order to create and reflect personal and communal identity.

In the same breath, social media is also able to mislead and lead astray due to its ethos-targeted messaging. The information shared on social media is not always supported by evidence or rational, and may foster distrust within the community towards governmental institutes or mislead them about their human rights. This has been shown by the rise of vocal “conspiracy theorists”, groups of people that have found so much distrust in common information that they end up questioning common information such as the shape of the earth and the necessity of vaccines. For this reason, there is great value to be found in studying the effects social media platforms have on spreading awareness on citizenship and human rights. This includes governmental institutions as well as accounts of celebrities, who are looked up to by many, their influential qualities making studying them extremely

informative as their views tend to be reflected and supported by their admirers.

The Study Problem:

According to the above, the problem of the study lies in an attempt to monitor, describe and analyze the nature of the role that social networking sites play (by applying to a sample of the personal accounts of some official figures and the official pages of the official institutions concerned with disseminating the contents of human rights) in spreading knowledge about the values of citizenship and human rights in the Egyptian society, via Facebook, Twitter and Instagram, in order to come up with indicators of how to contribute in defining and describing the role these pages play in relation to the values of citizenship and human rights.

The Study Objectives:

1. Attempting to determine the role played by personal and official pages and accounts on social networking sites in spreading the values of citizenship and human rights, the study sample was used.
2. Getting to know the agenda of issues concerning citizenship values and human rights presented in the pages and accounts of the sample under study.
3. Description of tools and means of interest in the content of citizenship values and human rights on the pages and accounts of the study sample.
4. Determining the most important issues and topics related to the values of citizenship and human rights presented in the pages and accounts of the study sample.
5. Compare the pages and accounts of the study sample to determine which of them are more interested in the content regarding citizenship values and human rights.

Literature Review:

By searching for studies related to the subject of the research, both directly and indirectly, we can present our studies as follows.

- 1- (Al-Awfi, 2021)³ “**Social Media’s Effect on the Value of Citizenship and the Sense of Community and Belonging Among Omani Youth**”, this study aims at Identifying the impact of social networking sites on the values of citizenship and belonging among Omani youth. The study relied on the theory of the public sphere in explaining the issue of the study, and its sample is 720 young

people, females and males, the results of this study is preserving and developing the nations gains, highlighted by fostering a sense of responsibility to preserve and maintain natural resources, protecting social resources, as well as raising awareness on the importance of preserving the nation's achievements. The study concluded that, social media platforms also promote the principles of justice and equality and equal opportunity for all citizens, while supporting social culture without being close-minded or ignorant.

2- (Hamza, et al, 2021)⁴” **The Usage of Social Media Platforms and its Role in Engraining the Values of Citizenship Among Algerian Students**”, the sample of this study is 50 individuals from the Faculty of Arabic Literature in the University of Mohammad Bodyaf Al-Moseela, the results are Most researchers use internet for long durations of time ,Facebook what the most frequently used platform within the sample, Over 50% of researchers usually trust the information shared on the internet, the study has shown that the internet has contributed to the spread of the value of community and belonging.

3- (Abdel Hadi, 2021)⁵” **Social media networks and its role in promoting of Sinai youth citizenship values**”, the sample of the study is Sinai youth between the ages of 18 to 35 years from the different governorates and cities of North and South Sinai, and its results are, from the respondents' point of view, Facebook came at the forefront of the social networks that they depend on with a rate of 85.7%, followed by instant messaging applications WhatsApp, Snapchat, and Telegram by 79.9%. In comparison, professional sites came in the last place with a rate of 56.9%, such as LinkedIn, Sinai youth are keen to follow up on various citizenship issues through social networks, so freedom of political affiliation for different parties came in first place with 48.2%. In comparison, equality and social justice in rights came in second place by 47.8%, while it went in the last place with 19.9% in social security, Concerning a set of factors that affect the effectiveness of social media networks' role in promoting the values of citizenship, where social changes and revolutions came in first place with a rate of 90.1%, and in second place came political and economic corruption with a grade of 74.7%.

4- (El-Salma,et. al, 2021)⁶ “**The impact of the use of social networking sites in promoting the values citizenship among Saudi youth**”, this study aimed to identify the nature of the relationship

between the use of social networking sites in promoting the values of digital citizenship among Saudi youth, and it conducted with a sample of 400 single young people residing in the city of Jeddah, and the result was that most motivated use of social media sites by Saudi youth is loneliness as the study revealed the opposition of Saudi youth in the contribution of the use of social media sites to the formation of their global citizenship months. The imperial study showed that the use of social networking sites by university youth made them reject the idea of manifestations of tribal and regional intolerance. The study also showed that the use of social networking sites did not contribute to inciting young people to mess and instability.

5- (Mosfer, El Agamy, 2021)⁷ **“The role of modern media in spreading issues of people with disabilities”**, The study aims to prevention and reduction of disability, diagnosis and early intervention, Legislation pertaining to the rights and duties of persons with disabilities, vocational rehabilitation for persons with disabilities, as well as integration into society and society’s acceptance of dealing with people with disabilities, and their integration appropriate for each of their groups, The result are Intensifying media efforts to educate society and the importance of its role in caring for people with disabilities, Urging institutions and media centers to direct some work towards people with disabilities to confirm their right to practice their normal lives, Highlighting the capabilities of people with disabilities to give and that they are effective people and not dependents on their societies through social media. Designing electronic training and counseling programs that contribute to prevention and reduction of disability, and to rehabilitate, integrate and educate people with disabilities through modern media. Using social media to highlight the service problems faced by people with disabilities by state ministries, creating a new department under the name of the Electronic Media Department affiliated with the public authority for Disability, and supporting it with technically and media-qualified cadres, creating training courses for public relations and media employees in ministries and official state institutions on how to deal with and serve people with disabilities, and spread awareness in the community of their issues. - Establish a mass communication committee at the level of Arab countries to present and publish targeted media programs that serve the issues of people with disabilities.

6- (AIDamour, 2020)⁸ **“Spreading awareness of citizenship on social media platforms”**, The aims

are limited insight has been provided into how the utility of social media may vary depending on the particular public health objectives governing an intervention. For example, the extent to which social media platforms contribute to enhancing public health awareness and prevention during epidemic disease transmission is currently unknown. Doubtlessly coronavirus disease (COVID) great challenge at the global level. T 19) represents a he result is aggressively affecting large cities and public gatherings and thereby having substantial impacts on many health care systems worldwide as a result of its rapid spread. Each country has its capacity and reacts according to its perception of the eat, economy, health care policy, and the health care system structure.

7- (Wadha Ahmed, 2020)⁹ “**Contributions of Social Media to the Promotion of citizenship of Kuwaiti University Youth**”, This study aims to determine the contributions of social networking sites in promoting citizenship among university youth, and also aims to identify the dimensions of enhancing citizenship among Kuwaiti university youth through social networking sites, and to reveal the most important obstacles that limit the contributions of social networking sites in promoting citizenship among young people. Kuwait University, The study used the questionnaire as information collection tool, The results also showed that the general average level of the indicators of the dimensions of citizenship enhancement among Kuwaiti university youth through social networking sites represented by (loyalty and belonging - equality - rights and duties- participation in national work) was high, and it was found that there is a direct statistically significant relationship at a significant level. (0.01) Between the contributions of social networking sites and the promotion of citizenship among Kuwaiti university youth, it revealed the existence of a set of obstacles that limit the contributions of social networking sites in promoting citizenship among Kuwaiti university youth.

8- (Asmara Mokhtar, 2020)¹⁰ “**Arab youth’s vision of the role of social media in promoting the values of citizenship and belonging**”, this study aims to Monitoring the youth’s vision of the role played by social media in a social problem faced by our societies in recent times, which is the weakness of the values of citizenship and belonging and their role in addressing these problems by providing good treatments to eliminate this problem, And it conducted in a sample of 700 individual Arab youth over 14 years old interested in the values of citizenship and belonging and exposed to social media from expatriates studying in Egyptian universities and their families and friends, And the re-

sult is those with a high level of knowledge and awareness of the values of citizenship and belonging spread by social media are increasing among males, younger people, those with a high level of education, and respondents from the Gulf countries compared to furniture, the oldest, those with low educational level and those surveyed from the Levant countries, and this difference in the perception of the restriction is not explained by one factor but by multiple factors that are specific to the means, message, communicator or audience.

9-(Hashim, 2020)¹¹ “**University youth’s awareness of the dangers of social networking sites on national affiliation**”, this study aims to identifying the level of university youth’s awareness of the dangers of social networking sites on the national affiliation of self and others and its relationship to their support for taking action by the state to protect users from these risks, And it made in a sample of 400 single Egyptian university youth in a number of public and private universities, And the result is that, Facebook is at the forefront of social networking sites used by university youth, followed by YouTube and then Instagram, it also revealed that 37.5% of the imprisoned have a high degree of interaction with social networking sites, while 48.5% interact in an average way. With regard to exposure to negative content related to national affiliation through social networking sites, the detainees explained that young men, women and adolescents are the most exposed to this content, family, friends, and self, then the elderly

10- (Bakosh, et.al, 2020)¹² “**The role of social networking sites in promoting the values of citizenship: Facebook as a model**”, this study aimed to identify the role that social networking sites play in promoting the values of citizenship among university students. And it made in a sample of 47 male and female students were randomly selected, And the result is facebook constitutes one of the new means of communication within society, as it contributes to linking the individual with his social surroundings through an electronic social system It can also be said that Facebook has proven its existence and its impact on the values of citizenship has become large and wide. Facebook must be used to deepen the sense of belonging, achieve national integration and enhance the national spirit. The results show the importance and effectiveness of these networks in strengthening the values of citizenship represented in community participation, democracy and national belonging. The respondents’ acquisition of new cultures through Facebook indicates that Facebook is an area

for exchanging cultures, customs and traditions The study also proved that Facebook plays a major role in helping individuals express their opinion and attitudes freely, confidently and without fear.

11- (Shimaa Salah, 2019)¹³ **“The role of social networks in promoting digital citizenship for university students: field study”**, This study aims to Identify the reality of the use of digital citizenship among university students .And to know the role of social networks in enhancing the elements of digital citizenship for university students .And come up with a proposed vision to activate the role of social networks in strengthening the elements of digital citizenship

12- (Massaw, 2019)¹⁴ **“The role of media campaigns presented through social networking sites in achieving social participation”**, this study aims to Monitor their patterns of use of social media sites and identify the role of media campaigns provided through social media sites in achieving community participation of young people , And it made in a sample of 50 university students in the Kingdom of Saudi Arabia between the ages of 18-21, And the result is The majority of respondents participate in media campaigns after viewing the campaign ads directly through social networking sites. Increasing the degree of community participation of young people with an increase in the rate of their use of social networking sites, Facebook came as the most used social networking site by the respondents, followed by Yahoo, Twitter and finally Google Plus, which reflects the communication and communication capabilities of this site and its ability to attract and influence young people. The interest of the majority of respondents in following up media campaigns through social networking sites came in order to know the information related to the organized charities. The most important reasons for the participation of the respondents in the media campaigns of the study sample is the feeling of the need of community members for help.

13- (Suzor, et al, 2019)¹⁵ **“Human rights by design: The responsibilities of social media platforms to address gender-based violence online”**, The Internet has an abuse problem. Indeed, in late 2016, the editorial staff at WIRED Magazine wrote an open letter to the Internet that explicitly acknowledged how gender-based abuse has exploded in tech culture. WIRED’s editorial juxtaposed the utopian visions many had for the Internet at its birth 25 years ago with the hostile environment today, and it is the research discussion. This observation is corroborated by emerging research. In

a Pew Research Center poll, 40 percent of Internet users reported experiencing harassment online. Women 18–24 experienced disproportionately high levels of severe forms of harassment, with 26 percent reporting being stalked online and 25 percent reporting online sexual harassment (Duggan et al., 2014, pp. 3–4). Government intervention alone will not be sufficient to challenge and address systemic inequality, discrimination, and abuse. Ultimately, discriminatory attitudes are produced and reproduced across communities and cultures, including on the Internet, and these are what need to change to reduce GBV.

14- (Ohme, 2019) ¹⁶ “**Media and citizenship**”. The aim of this study is to show how to use online media for different purposes (social interaction, creative expression, online news use, social media news use) is related to three types of political participation. It examines whether mobilizing effects are partly indirect due to different understandings of citizenship (dutiful, optional, individual, collective) that may be fostered by digital media use. The study is based on a survey of a sample of the Danish population (n = 1322). Results indicate support for a new pathway to participation, but the real media environment.

15- (Siddique, 2019) ¹⁷ “**Media and human rights**”, the aims that current research depicts the substantial contribution of mass media to co-operate the government and the society on the right track on their exertion to safeguard, administer and stimulate human rights and education. Sometimes, customary unrestricted speech or freedom of countenance disputes accept that the main concern is an individual in particular the rights of speakers to prompt their opinion to others. Nevertheless, there are awe-inspiring disputes to encompass freedom of speech to the mass media. The result is the media provides readers, listeners, viewers with information and the range of ideas and opinions that empower them to contribute actively to a political egalitarianism and instruct them about their basic human rights

16- (Venus, 2019) ¹⁸ “**Social media and human rights**”, the research aims were to analysis tolerance and intolerance posts in social media with rhetorical approach by Aristotle. The methodology used in this research is qualitative with qualitative with descriptive study. Data of the research was collected with text analysis and study of documentation. The results of the research are explained that:

from ethos, mostly, have ethos's aspect which are intelligence, character, and goodwill. Ethos's aspect from this research is mostly dominated by goodwill. Pathos from posts have some emotion such as sympathy, empathy, sadness, disappointment, shamelessness, Un confidence.

17- (Alia Ramadan, 2018)¹⁹ “**The role of social networking sites in the integration of the disabled in society**”, this study aims to the role of social networking sites in the integration of the disabled into society and to know the motives and justifications for the use of social networking sites by the disabled and the gratifications achieved from this use, And it made in a sample of 200 individuals with motor hearing and visual impairments , And the result is the social media plays a big role in the integration of the disabled into society, especially since this virtual world is characterized by hiding the truth of the personality It also found that the physically handicapped are more likely to use social media networks because it's easy to use for them.

18- (Abu Thnain, 2018)²⁰ “**Role of New Media in Human Rights Protection**”, the study aimed to identify the contribution of the new media in human rights protection, identify the features of the new media in human rights protection, identify the difficulties which decries the roles of new media for human rights protection and identify ways of eliminating the roles of new media in human rights protection., The study sample is a random sample from Saudi Elites in Riyadh City which are 400 individual, The results of the study were, the study Individuals are agreed that the new media contributes in human rights protection, the most highlight sentences that get the approval degree in this pivot is: to provide individuals with information, data and verity knowledge which help them to identify their rights, the study individuals are agreed on features of new media in human rights protection, the most highlight sentences that get the approval degree in this pivot is: the easiness of information getting, publishing and connect with Individuals, the study individuals are agreed on difficulties which decries the roles of new media for human rights protection. The results indicated that the most highlight difficulties which decries the roles of new media for human rights protection: the dissipation in using means of new media and depending thereon alone. The study individuals are agreed on ways of eliminating the roles of new media in human rights protection, the most highlight ways of eliminating the roles of new media in human rights protection: edification for society individuals about importance of using new communication media in human rights culture publishing,

and there are statically significant differences in responds of study sample individuals vary across gender in favor of females, across age in favor of the age category (from 30 to less than 40 years), across the current job in favor of teaching staff, across education qualification in favor of master holders, across marital status in favor of married females and males and across the time they spend before new media in for of study individuals which spend from one hour to two hours.

19- (Abu Elmagd, Al Yusuf, 2018)²¹ **“Social media networks and ways to employ them to enhance the dimensions of digital citizenship among students of the College of Education”**, King Faysal University, The study aimed at uncovering the reality of the use of social media by students at King Faisal University’s Faculty of Education, The study was applied to a sample of 356 students from the Faculty of Education of King Faisal University., The most important findings of the study showed that a high proportion of respondents agreed that social media networks play a role in enhancing the dimensions of digital citizenship. Students’ views sometimes varied on the current dimensions of digital citizenship on social networking sites. There were significant differences in the responses of respondents to digital citizenship dimensions attributable to gender variables and to males.

20- (El-Behairy, 2017)²² **“Social Media Platforms and Their Relationship With Social Values Among Pre-University Education Students”**, The current study aimed to identify the relationship between social networking sites and social values among pre-university education students, and its sample is 300 pre-university education students, the results of this study are Social media platforms impacted social values to a high degree among pre-university students. The positive effects of these platforms included the spread of awareness between students and strengthening of familial relationships and interaction and exchange of experience. The negative effects of these platforms included loss of concentration and weak focus, decreasing academic performance and concentration as well as invasion of privacy. The studies have also found that the reasons for students’ usage of social media platforms varied between social, sports/entertainment, developing friendships, and others, and that the platform most frequently used within the sample is Facebook with 61.3% of users, the second most frequent being YouTube with 24.3% of users.

21- (Jabr, Al Hassan, 2017) ²³ “**Social Media’s Role in Promoting Citizenship Values Among University Students in Saudi Arabia**”, the goal of this study is Identifying the role of virtual social networking programs in promoting the values of citizenship among female university students, and the results are ,The most prominent roles played by the social media platforms Twitter, Snapchat, and Whatsapp in promoting a sense of community and belonging among the students are fostering their sense of pride in their nationality, and contributing to social awareness ,The most prominent role played by the social media platforms Twitter, Snapchat, and Whatsapp in promoting the value of participation among students is enabling students to participate in volunteer work, The most prominent roles played by the social media platforms Twitter, Snapchat, and Whatsapp in promoting the value of discourse among the students is their contribution in making the articles and sources they need to look at more easily accessible, The most prominent influences social media platforms have had on society in promoting citizenship values among the students is the speed and efficiency of communication between individuals ,The most prominent difficulties that limit the utilization of social media platforms in promoting the values of citizenship between students are the feeling of lack of privacy and security with regard to their shared information.

22- (Haupt, 2017) ²⁴” **Citizenship Education and New Media: Opportunities and Challenges**”, The study aims to one major function of citizenship education therefore, is to aim for the inclusion of all groups of people and to make use of all options to reach learners by the means of new media. Additionally, this chapter introduces some examples of good practice, with a focus on formal education – that make use of applying digital media within citizenship education. This study was conducted on European countries, a selection of Examples of Best Practice on Citizenship Education and New Media in Austria and Germany. The expectation that all students – as the so-called digital natives – are competent in using digital media, may reproduce further exclusions for groups of people that don’t have access to or (yet) have the competencies of using these new tools is the results.

23- (Skoric, Zhu, et al, 2016) ²⁵” **Social media and citizen engagement: A meta-analytic review**”, meta-analytic study reviews empirical research published from 2007 to 2013 with an aim of providing robust conclusions about the relationship between social media use and citizen engagement. The results suggest that social media use generally has a positive relationship with engagement and

its three sub-categories, that is, social capital, civic engagement, and political participation. More specifically, we find small-to-medium size positive relationships between expressive, informational, and relational uses of social media and the above indicators of citizen engagement. For identity- and entertainment-oriented uses of social media, our analyses find little evidence supporting their relationship with citizen engagement.

24- (Fox, 2013) ²⁶ “**Social Media and Citizenship Education**”, the study main point is to explore the concept of citizenship education and to detect how social network websites can be used as a tool for citizenship education. A study realized by IRES in 2012 reveals that in Romania only 52% from the Romanian people are using the Internet and only 36% from the Romanian Internet users have an active account on social network sites. And the results: the 21st century media is becoming increasingly interactive, ubiquitous and digital. Furthermore the future of the media appears to be specifically oriented towards the establishment of social networks.

25- (Linaa Jensen, 2012) ²⁷” **Citizenship in the Digital Age: The Case of Denmark**”, The study argues for the importance of considering cultural as well as political aspects of citizenship, and for the inclusion of emotions and belonging as well as rational political acts. There are strong relationships between the experience and practice of citizenship, and it is demonstrated that intensive media use and experience/practice of citizenship are highly interrelated: eager media users are also the most active and confident citizens. Citizenship in the age of new media using Denmark as a critical case study, and the results: one might expect an expanded number of active citizens, mobilized by the new media themselves.

Comment on Literature Reviews:

Previous studies have reviewed social networking sites in the context of their relationship to the values of citizenship and human rights, both in terms of the role they play in spreading these values and the influence they have on human rights. Most of these studies agreed on the importance of social networking sites in emphasizing the values of citizenship.

Most previous studies have concluded the importance of using social networking sites, particularly Facebook, in spreading the values of citizenship and human rights.

The studies were predominantly of a field nature, and most of them employed survey forms and interviews with the public to gain insight into their use of social networking sites, and their perception of the role they play in disseminating awareness of both positive and negative practices related to human rights.

By reviewing previous studies, it is clear that they helped provide a clear vision towards the research problem. In terms of its identification, formulation, and general framework, as well as assistance in defining the research methods for the subject of study, and identifying appropriate tools for data collection.

Type of Study:

This study is in the field of descriptive, analytical, and qualitative studies, which aim to portray, analyze, and evaluate certain characteristics, or to study the reality of a phenomenon. In order to obtain sufficient information about this phenomenon, this study is in the form of graphics and an assembly. I am revisiting the study of the atmosphere.

Study Methodology:

The survey methodology; both descriptive and analytical, as it is one of the most appropriate scientific approaches suitable for descriptive studies, and aims to record the phenomenon in its current situation, analyze and interpret it, after collecting the necessary data about it and its elements, through a set of organized procedures that determine the type of data, its source, and methods of obtaining on her, where the forms of providing citizenship and human rights content are described on Egyptian official social media pages of celebrities and governmental institutions.

The study sample:

The study sample is determined by the pages of official institutions and public figures on social networking sites such as Facebook, Twitter, and Instagram.

Intentional sample: Some samples were selected taking into account that the following conditions should be met:

- The platform should be social network, providing in all or part of it content related to the values of citizenship and human rights. The electronic platform should be regular in providing and updating

content related to the values of citizenship and human rights. Hence, the choice fell on the following platforms:

The qualitative content was analyzed for (17) electronic platforms

-From facebook platform (the pages of official institutions:- UNICEF in Arabic, the national council for woman, Ministry of Supply and Internal Trade, Misr El Kheir Foundation- th pages of celebrities: Hekayat Nehad -Gaafar talk).

- From twitter platform (the pages of official institutions: UNICEF Egypt- Misr El Kheir Foundation- the Ministry of Social Solidarity, the pages of celebrities: Mai Azzam- Maya morsy).

-From Instagram platform (the pages of official institutions: Speak up, ehky, hayah karema, the pages of celebrities maya moursi, Kenny, Shehata jr).

Data collection tools:

The search relied on two tools: Content Analysis Tool, the qualitative content was analyzed for (17) electronic platforms as we have mentioned above in the sample study.

Research Timeframe:

A qualitative analysis was conducted for a sample of electronic platforms (Facebook - Twitter - Instagram) during the period from May 1 to November 30).

Research terms:

Egyptian official social media pages of celebrities:

pages available on social networking sites belonging to famous personalities, such as media figures, politicians, or bloggers, who discuss content related to citizenship values and human rights.

Pages of formal institutions:

Pages available on social networking sites belonging to institutions and official bodies providing content or services related to citizenship and human rights values.

Theoretical framework of the research:

The research relied on its theoretical framework Framing theory.

The concept and theories of framing were recovered for the field of sociology by Erving Goffman (1974). The origins of the frame metaphor lie in other fields like cognitive psychology, anthropology (Bateson) and sociology (Goffman) A Ardèvol-Abreu (2015)²⁸.

Assumptions:

1. Journalists select the topics they will present and decide how they will be presented. This determines the issues audiences think about and how they think about them.
2. Audiences interpret information through their own frames. Audiences' frames may overlap or contradict the media's frames.
3. Frames are reinforced every time they are evoked, whether positively or negatively.
4. Frame building is a systematic process that occurs over time.

A frame specifies the relationship between numbers of connected elements in a text, helping us to define or interpret what is going on, making sense out of events "constructing the stories we use to describe the world" (Paul Bailo, 2018)²⁹.

Roots in psychology and sociology:

- Show how we organize our perceptions of society
- The sum of positive and negative associations
- Associations influence how we talk about issues

Effects of framing:

- Clear impact on public perception especially when bombarded with one message, or introduced to new ideas (Fakhar Naveed, 2019)³⁰.

Results:

By analyzing the qualitative content of seventeen social media pages on Facebook, Twitter, and Instagram platforms and providing content concerned with the values of citizenship and human rights from the beginning of May until the end of November 2022, the results of the analysis were as follows.

Facebook:

We have analyzed the Facebook platform, including the pages of official institutions such as UNICEF in Arabic, the National Council for Women, the Ministry of Supply and Internal Trade, and the Misr El Kheir Foundation, as well as the pages of celebrities such as Hekayat Nehad and Gaafar Talk.

First level: Topics and issues:

From analyzing the mentioned accounts on facebook qualitatively, It has been noticed that the most important topics the pages focuses on during the period of analysis are:

A-Official accounts

1-Misr El Kheir Foundation focuses on: (Human rights – Women Rights – Children Rights – Citizenship) by giving chances to volunteer to help or by donations

•Human Rights:



Photo from Misr elkhair page on Human Rights

• Women Rights :

Photo from misr elkhair page on women Rights

• Children Rights :



Photo from misr elk hair page on Children Rights



• Citizenship :

Photo from misr el khair page on citizenship

2-UNICEF in Arabic the page focuses on:



• Human Rights:

Photo from the UNICEF in Arabic page on Human rights

• Women Rights:



Photos from the UNICEF in Arabic page on women rights

•Children Rights:



Photos from the UNICEF in Arabic page on Children rights

In the analysis of this page, it was noted that most of her posts were about child rights.

3-the national council for woman NCW, the page focuses on:



• Women Rights :

While analysing this page We noticed that It is the least page in gaining reactes

4-Ministry of Supply and Internal Trade , the page focuses on :

• informing the public about the price of the supply goods at this time



Photos from Ministry of Supply and Internal Trade page on citizenship

- communicating the most important decisions of the Minister of Supply to the public.



Photos from Ministry of Supply and Internal Trade page

- communicating the official figures to communicate with the Ministry



Photo from Photos from Ministry of Supply and Internal Trade page

During the analysis of the Ministry of Supply page, it was noted that most of the interactions on the page consisted of laughter, especially over decisions related to commodity prices, and this is often due to the high prices during the analysis period.

Profiles of celebrities

1-Gaafar Talk DW focuses on:



• **Women Rights :**



Photo from gaffar talk DW page on women rights

• **Human Rights :**

Photo from gaffar talk DW page on Human rights



• **Children Rights :**

Photo from gaffar talk DW page on Children rights

B-pages of celebrities

1-Hekayat Nehad, the page focuses on :

• **Women Rights :**



Photo from Hekayat Nehad page on women rights

• Gender Equality :



Photo from Hekayat nehad page on Gender Equality

Second level: Concentration and Elements of Highlight Level:

A-the official pages:

The pages used different ways to tell their stories mostly were pictures and texts. Videos and links were the least used ways while some pages depended on the info graph significantly. We noted that UNICEF's Arabic and Misr El Khair pages mostly consist of text and image posts.



Ministry of Supply and Internal Trade : the page uses various ways on their posts like text and photos and infograph but the most of their posts are infograph



Photos from Ministry of Supply and Internal Trade page on citizenship

B-The pages of celebrities:

Gaffar talk the page uses various ways on their posts like text and videos and info graph and They're almost even.



Photos from gaffar talk DW page on women's rights

Hekayat nehad and the national council for woman pages , both of them use text and photos and info graphs and videos but the most was info graph and photos, Both are accompanied by text and the least of them was the video



Photo from hekayat nehad page on women's rights.

Photos from the NCW page on women's rights

Third level: Interaction with Public and Queries Level:

There is a lot of interactions from the public by comments and reacts, mostly there are no responds from the pages except Misr El Kheir Foundation- and gaffar talk DW interacted and answered many comments.



A sample of the comments that were answered by Misr El Kheir Foundation gaffar talk DW :



A sample of the comments that were answered by gaffar talks DW

that It can be said from the above.

- The most page focused on Citizenship was Ministry of Supply and Internal Trade.
- the most page focused on Children Rights was UNICEF in Arabic
- the most page focused on women rights was Hekayat Nehad
- the most page focused on Human Rights was Misr El Kheir Foundation
- The page that focused most on children's rights was UNICEF in Arabic
- The page that focused most on citizenship was Ministry of Supply and Internal Trade .
- The pages that focused most on women's rights was the national council for woman and Hekayat Nehad .
- The pages that focuses most on Human Rights was Misr El Kheir Foundation and gaffar talk DW.

Twitter :

We have analyzed the twitter platform, including the pages of official institutions such as UNICEF Egypt- Misr El Kheir Foundation- The Ministry of Social Solidarity, and the pages of celebrities: Mai Azzam- Maya morsy)

First level: Topics and issues:

From analyzing the mentioned accounts on Twitter qualitatively, it has been noticed that the most important topics the pages focus on during the period of analysis (May-November) are:

* A-Official accounts

1-Misr El Kheir Foundation

From analyzing, we found some posts that talk about children's rights in education, like



From analyzing, we found some posts that talk about people care like –



2-The Ministry of Social Solidarity

From analyzing, we found some posts that talk about national unity like



3-UNICEF Egypt

From analyzing, we found some posts that talk about childcare. –



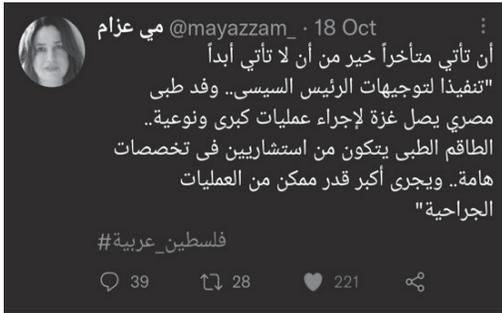
Profiles of celebrities

1- Mai Azzam PAGE :

From analyzing, we found some posts that talk about value of citizenship like



From analyzing, we found some posts that talk about cooperation between Arab countries like:



2 -Maya Morsy page

From analyzing, we found some posts that talk about facilitate procedures regarding the wife's residence like –



From analyzing, we found some posts that talk about Egypt girls like –

Second level: Concentration and Elements of Highlight Level:

A-the official pages:

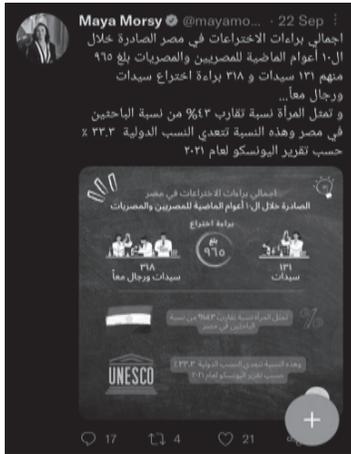
From analyzing, we found some Pages which use only Text Like Mai azzam and Maya morsy page:



From analyzing, we found some Pages that use photos like

The Ministry of Social Solidarity ,UNICEF Egypt , Maya morsy and Misr El Kheir Foundation.





From analyzing, we found some Pages that use videos like Misr El Kheir Foundation



Third level: Interaction with Public and Queries Level:

1- UNICEF Egypt

There is no interaction

Page towards audience ✘

Audience towards page ✘



2 - The Ministry of Social Solidarity

There is little interaction
Page towards audience ✗
Audience towards page ✓



3- Misr El Kheir Foundation

There is no interaction

Page towards audience ✘

Audience towards page ✘



4 - Mai Azzam page:

There is a lot interaction

Page towards audience ✘

Audience towards page ✔



5 -Maya morsy



There is little interaction

Page towards audience ✘

Audience towards page ✔

that It can be said from the above.

- The most page focused on children care and rights was UNICEF Egypt and Misr El Kheir Foundation .
- The most page focused on human rights was The Ministry of Social Solidarity and mai azzam .
- The most page focused on women right was Maya morsy.

Instagram:

We have analyzed the instagram platform, including the pages of official institutions such as Speak up, Ehky, hayah karema, as well as the pages of celebrities such as maya moursi, Kennzy, Shehata jr

First level: Topics and issues:

From analyzing the mentioned accounts on Instagram qualitatively, it has been noticed that all these pages care about human rights including children, women, and men and support human rights laws

•A-Official accounts

1- speak up

some pages provide some advices to their followers like speak up



Photo from speak up page on Instagram

2- hayah karema

and others make initiatives that support human rights like hayah karema



Photo from hayah karema page on Instagram

3-Ehky and other displays their achievements like ehky



Profiles of celebrities

some profiles provide some advice to their followers like kennzy madbouly and Shehata jr

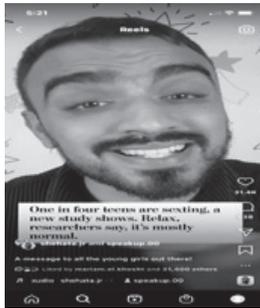
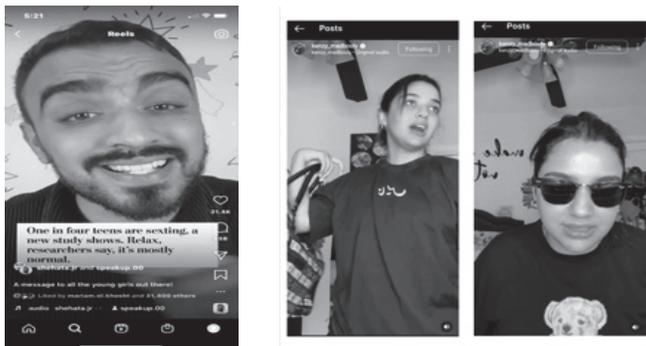


Photo from shehata's profile on Instagram

Photo from kennzy's profile on Instagram

on the other side some of the personal pages have another content as personal and entertainment like Shehata and kennzy



Second level: Concentration and Elements of Highlight Level:

A-the official pages:

The pages used different ways to convince people Like speak up and ehky uses pictures and infographic -some of them uses texts and videos like speak up



Photo from speak up page on Instagram



Photo from ehky page on Instagram



Pages of celebrities:

some of them uses texts and videos like kennzy and Shehata



Photo from kennzy's profile on Instagram



Photo from shehata's profile on Instagram

Third level: Interaction with Public and Queries Level:

There are a lot of interactions from the public by comments and reacts, most of pages respond to the comments like ehky, Kennzy, Shehata



Photo from ehky page on Instagram



Photo from kennzy's profile on Instagram

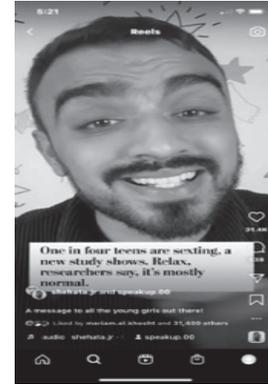


Photo from shehata's profile on Instagram

and pages have less interaction with public as maya morsi, hayah karema



Photo from maya morsi's page on Instagram



Photo from hayah karema page on Instagram

and speak up although it supports the influencers who support human rights by displaying and sharing their videos.



Photo from speak up page on Instagram

that It can be said from the above.

•Pages on the Instagram platform, and through our following to the sample, we noticed that the official pages are tasked with different and multiple issues related to human rights, including children, women, and men, and support human rights laws, and some pages have little interaction, such as «speak up», but they show videos of some Influencers who support human rights issues, and “Ehki” presents with human rights content all common community issues and provides some advice to followers and responds to comments, and the “hayah karema» page supports various societal issues and takes many initiatives that support human rights, but Interaction on it is small.

•And personal pages that support human rights are divided into a group that supports human rights with its various topics. There is another entertainment and personal aspect on the page, and interaction on it is great, such as «Kenzy» and a page that displays her personal meetings and achievements with human rights content and interaction on it Few like «Maya Morsi» and a page that displays a variety of content, including human rights, and the interaction on it is great, like «shehata jr».

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