

Innovative Solutions for Awareness Campaign of Social Media Addiction and Its Consequences

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Abstract:

The use of social media by smartphones led to the engagement of many users, and even attracted users to the extent of addicting social media, so it became a pattern of behavior that may not be dispensed, in turn, it affects many aspects of their lives. Due to the continuous informative and interactive flow of social media and its connection with the virtual life of the users, its addiction is gradually increasing, especially among youth. Thus, abrupt abstinence exposes users to all the symptoms of withdrawal or relapse that the addict is generally exposed to. In addition to many other psychological, physical, and mental effects. The excessive or problematic use of social media becomes one of the problems that are driven by the era of smart phones. According to the high risk created by the disease of addicting social media on users' lives, so research aims to resist the risk/dangers of addiction to social media through digital awareness campaigns to aware users of the risks of this behavior addiction and potential consequences. The research follows the Descriptive method to characterize models of Digital awareness campaigns specially designed for the study, as well as the experimental method to measure the impact of these campaigns on increasing awareness of users by the social media addiction. The research has come to several results; the most important is that innovative awareness campaigns contribute to raising users' awareness of the risks of addicting social media and its negative consequences.

Keywords:

Innovative
Social Media Addiction
Awareness Campaign
Anti Social Media
Social Media Addiction
Consequences.

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1- Introduction:

Social media has become a growing force that overwhelms the world. With the development of nations and smart technology, the attachment of social media and users increased essentially and effectively in their daily lives and activities, which has a high risk on the behavior of society, and as there is a clear difference between the safe use, utilitarian use of social media, and excessive and problematic use that causes addiction, which carries all other addictive behavioral indicators (such as smoking, alcohol, etc.) which have many symptoms. Besides, the medical societies admitted the disease of social media addiction, which ranked as one of the riskiest types of "behavioral addiction" that poses a high risk to the community, mental and psychological health of users, and thus it irritated the institutions and centers concerned with studying human behaviors and urged users to get incur from this behavior addiction to avoid the negative consequences of the excessive use of social media, as social media became a completely virtual life for its addict, which differs from his real character to escape from the actual reality. Use rates of social media by youth appear to a high degree as they suffer from social anxiety and use social media to find virtual companionship and a social life that is missed in their real-life or

physical world. Therefore, they are at risk of addicting social media more than the remaining age groups, hence it became necessary to raise awareness for users of social media to avoid the risk of its addiction and achieve the safe use of social media. Thus this study provides advertising solutions for innovative awareness to raise users' awareness about the risk of this behavior that may reach addiction to reduce the potential negative consequences on the users' public and psychological health.

2- Statement of the problem:

The problem of research concludes in resisting social media addiction and its negative consequences by providing innovative awareness campaign to raise awareness of its risks/dangers.

3- Objective :

The research aims to raise the awareness of social media users by the risk of its addiction and potential negative consequences by providing a digital awareness campaign.

4- Significance:

- Focus on the risks/dangers and consequences of unsafe use (problematic) of social media.
- Encourage social media addicts to regain control of the safe use of social media.
- Clarifying the importance of safe and utilitarian use of social media.

- Examining the relationship between addicting social media and users' psychological and mental health.
- Recognizing the nature of social media addiction and avoiding its negative consequences.

5- Hypotheses:

- The first hypothesis states that "There is no statistically significant difference between the average degrees of research samples' responses of youth aged between 16 and 35 years before implementing the awareness campaigns".
- The second hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses to the first awareness campaign before and after implementing the campaign".
- The third hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses to the second awareness campaign before and after implementing the campaign".
- The fourth hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses of the first and second awareness campaigns after implementing the campaigns".
- The fifth hypothesis states that "the innovative awareness campaigns achieve a significant increase in users' awareness of risks of social media addiction and its negative consequences".

6- Delimitations:

The limits of research are confined to preparing awareness designs and publish it on Facebook as it is the most used by the age group covered by the research sample (for youth aged between 16 to 35 years) and included the period of the actual measurement of the research experiment from 10/8/2020 to 10/10/2020.

7- Methodology:

The research followed the descriptive methodology to describe models of digital awareness campaigns specially designed for the study, besides the experimental methodology through preparing the "Bergen Social media Addiction Scale" before and after measuring the impact of awareness campaigns to raise awareness of addictive users of social media (for a sample of two groups for each campaign separately).

8- Tools:

- Preparing two awareness campaigns.
- Preparing an art exhibition to show the designs in the grand hall of the Faculty of Applied Arts

- Helwan University, which was attended by many specialists in the field on Monday (10-8-2020).

- Preparing the "Bergen Social media Addiction Scale".
- Preparing the statistical analyzes used the statistical analyses of social sciences (SPSS 25) in the conduct of statistical analyses and methods used in the study:
 - 1- Pearson correlation coefficient.
 - 2- Cronbach's alpha coefficient.
 - 3- Computational average and standard deviation.
 - 4- Test "T" for independent samples.
 - 5- Test "T" for double samples (associated).
 - 6- The ETA equation (η^2)

9- Theoretical Framework

• Social Networking Sites Addiction and Usage:

"Addictive behavior" is defined as "the repeated habit pattern that increases the risk of infection and the associated personal and social problems", the behavior continues to occur despite the voluntary attempts to refrain from the act or practice (Marlatt et al., 1988,). Other terms such as "excessive use", "addiction", "dependency" and "problematic use" are often used to refer to the use's negative aspects, in particular, other addictive behaviors have become part of our lives such as Internet addiction, excessive use of social media, which defined as a behavioral addiction includes interaction between human and machine and not chemical (Griffiths, 1996).

Although there are different types of addiction, the most relevant type is called "processes addiction"; processes addiction instead of substances addiction (such as alcohol; a type of addiction centers) or activities addiction (such as gambling, shopping, and eating) (West et, al. 2013), and despite the difference in addictive processes, they cause the same reward system inside the human brain, processes addiction is conforming with behavior addiction; it is when a person has a strong desire to engage in a behavior despite its negative consequences (Willingham & Emily, 2018) such as user's strong desire to spend hours on social media as this affects his efficiency in work and he may be fired from the job because of the lack of productivity and focus. The activity levels of society may affect what people addicting depending on what is likely to participate.

• Social Media:

Defined as a set of Internet-based applications based on the ideological and technological functions that allow creating and exchanging the

content to the user (Kaplan and Haenlein, 2010). Social networking sites (SNSs) is known as default communities, where users can create individual public profiles, interacting with real friends, and meet other people based on mutual concerns, it is considered a "global consumption phenomenon" with a huge increase in use during the past few years. Various studies have indicated that "addiction" to social networking on the internet has become a potential mental health problem for some users (Kuss and Griffiths, 2011), for more than a decade SNSs witnessed an intermittent increase in number and popularity. Duggan et al (2015) stated that: more than half of Internet users (52%) use two or more of the following social media (Facebook, Twitter, Instagram, Pinterest, and Snapchat). Social media snuck from computers to our cell phones, with a finger press we can upload photos directly from our phones on our social media accounts, reply to messages immediately, or find out what our families and our friends doing, as our phones are always at hand, and it may be very easy to become too associated with social media and it can affect our relations with others and our lives in general negatively (Ping Back, 2017).

- **Social media addiction?**

The study of (Andreassen, 2017), which addressed the relationship between the addictive use of social media, narcissism, and self-esteem, has defined internet addiction as "it is driven by the motivation that cannot be controlled to perform the participation behavior and to devote a lot of time and effort to it so that it weakened the other important areas of life" (Andreassen et al., 2012). The addiction to social media sites is known as excessive participation activities, which is frequent that caused many problems in the user's daily social performance (Elphinston and Noller, 2011). Social media platforms are available everywhere besides the easy access to the Internet and the use of those applications, the possibility of social media addiction is easy, i.e. the irrational and excessive use of social media to the extent that conflicts with other aspects of daily life (Griffiths, 2000, 2012).

Many studies about the relation between social media addiction and mental health showed that prolonged use of social media such as Facebook is linked positively to mental health problems such as stress, anxiety, and depression, and is associated negatively with well-being in long term, as it may have negative effects on the mental health of individuals (Jelenchick, Eickhoff, & Moreno, 2013) or performance and behaviors (Pasek & Hargittai, 2009). One of the main

differences between natural engaging in social media that exposed by many people and social media addiction that the last is linked to unfavorable consequences when social media becomes uncontrolled and compulsory (Andreassen, 2015). It has been reported that social media addiction affects nearly 12% of users of social media (Alabi, 2012; Wu, Cheung, Ku, & Hung, 2013).

Further studies of (Błachnio, Przepiorka, & Pantic, 2016; Hawi & Samaha, 2017; Uysal, Satici, & Akin, 2013) that looking at social media addiction that results in Facebook addiction are linked positively to depression, anxiety, and insomnia and are linked negatively to self-welfare, personal activity, and life satisfaction. In addition to the studies of (Hong, et al., 2014; Nida 2018), which addressed the negative impact of social media addiction and its negative impact on academic performance.

Soliman Elserty et, al. (2018) referred in his study of social media smart phones addiction and its relation to muscles and bones pain of the Egyptian students, as the results concluded that the addiction proportion reached 62.4% with the increase in the addiction level among females than males. About 82.38% indicated that they have a feeling of discomfort in different parts of the body. There was a significant relationship between some situations that were tested during using smartphones and body parts that were described by discomfort.

The study of (Shimaa Saied et, al., 2016) to search the Internet and Facebook addiction among Egyptian medical students, concluded that the majority of Egyptian students access the Internet at home by (85.8%) mostly via smart phones. Facebook is the most social media used by Egyptian students by (93%), the normal use of Facebook in late night by 26.9% of Egyptian students had reported. The most common side effects are Eye irritation, followed by headaches and back pain. A significant negative correlation between to use of Facebook and the internet was found, as it affects the social life of Egyptian students. As well as the negative effects of healthy and unhealthy behaviors.

According to the report of the National Telecommunications Regulatory Authority (NTRA) issued in 2017 that indicated the rising number of mobile phone subscribers in Egypt monthly by 0.43% to "95.66 million" in February, with growth in smartphones popularity (Lin et, al. 2014) the official website DIGITAL IN EGYPT indicate that Internet users in Egypt reached 54.74 million in January 2020, and the reported number

of Internet users in Egypt increased by 9.8 million (+ 22%) between 2019 and 2020, and the spread of the Internet in Egypt reached 54% in January 2020, and that there were 42 million users of the social media in Egypt in January 2020. The users of social media in Egypt increased by 2.9 million (+7.3%) between April 2019 and January 2020. <https://datareportal.com/digital-in-egypt>

According to the urgent need for further studies to explore this concept and reveal the mechanism underlying the social networking sites' addiction, the more using and time-consuming cases, the more likely they will be addictive. Most of the assessments of SNS use based on the number of times used by the person per day and the amount of everyday use, however, few studies have significantly classified behavioral norms of SNS addiction, such as those who use SNS four times per day, those who use it for more than 60 minutes per day, and those who use them for more than five hours per day (Hong et al., 2014), which shows individuals to use social media (Griffiths, 2000; Starcevic, 2013). Individuals suffering from social media addiction are often too concerned about social media and are motivated by an uncontrollable desire to log in and use social media (Andreassen & Pallesen, 2014).

The excessive use of SNS may lead to adverse effects associated with substance-related addictions (Andreassen et al. 2016) A study in 2014 showed that the excessive use of technology by adolescents has caused disorders in their physical and mental health, sleep patterns, weight, and exercise levels, especially in their school work (Griffiths, 2013) by the increase of social media addiction, it became the only most important activity they involved in, which lead to the use of the addictive phenomenon, then activities are used in these sites for mood changes, enjoyable feelings or a drug impact (mood modification), and upon they stop using SMA, addicts will suffer from negative physiological symptoms and sometimes ideological and addictive withdrawal symptoms, which often lead to the reuse of SMA (regression). This leads to internal conflicts (often including self-loss of control) and personal conflicts (i.e. problems related to the immediate social environment, including problems of relationship, employment, or education problems (Mark & Kuss, 2017).

- **Models for the formation of social media addiction:**

To explain the formation of social media addiction (Griffiths, 2013) has recently summarized three comprehensive theory points:

1- Cognitive-behavioral model: This model

confirms that the unsafe use of "non-natural" social media stems from un-adaptive awareness and is amplified by different environmental factors, which ultimately lead to compelling and addictive social behaviors.

2- Social skill model: This model confirms that social media addiction originates because people lack self-supply skills and prefers virtual communication rather than face-to-face interactions.

3- Socio-cognitive model: This model confirms that social media addiction originates because of the expectation of positive results, combined with the self-efficiency of the Internet and inadequate Internet self-regulation, ultimately leading to compulsive behavior and addiction to social networks (Griffiths, 2013).

- **Consequences the social media addiction:**

Based on these three previous models, Xu and Tan suggest that moving from regular social media use to problematic (addictive) occurs when the individual perceives social media as an important (or even exclusive) mechanism to reduce tension, loneliness, or depression. They assert that those who frequently participate in social media are poor in social communication in real life, as it is a reward for such people constantly (such as self-efficiency and satisfaction) and they end up engaging in activity more and more, which ultimately lead to many problems (for example, ignoring real-life relationships, conflicts between work/education, etc.). The resulting problems may lead to the undesirable exacerbate mood of individuals. Then this leads to engaging in social media behavior as a means of alleviating irritating mood situations. Therefore, when social media users replicate this cyclical pattern to alleviate unwanted moods using social media, the level of a psychological dependence on social media increases (Griffiths, 2013).

The consequences of social media addiction can be classified into physiological complications, such as headaches, eye complications, and various structural muscle complications. Psychological complications such as sleep disorders, low educational attainment, and social problems (Kim, 2013). Mental complications such as withdrawal symptoms and other addictive symptoms and many studies stated that excessive use of smartphones conflicts with the focus during the study or work, which may have an impact on the topic results. Moreover, it may cause complications in the skeletal muscle, such as cervical and shoulder pain, which could lead to sleep disorders (Kim & Kang, 2013). The most

common body parts in the use of smartphones are fingers, cervix, back, and shoulders, which are mostly affected by social media and smartphone addiction (Korpinen & Pääkkönen, 2011). The excessive use of social media also includes the negative impact on physical health, neurological disorders, the vulnerability of the immune system, the problems of the structural muscle, and sleep disorders (Cha & Seo, 2018). Moreover, it has been found that the excessive use of smartphones may lead to inflating the median nerve, pain in the thumb, low handgrip, and hand function (Inal et al., 2015).

- **Public Awareness Campaigns (PACs):**

One of the tools commonly used to stimulate behavior change, which also known as “public communications campaigns”, “public information campaigns”, and “public education campaigns”. It is considered "a comprehensive effort involving multiple components, such as correspondence and public awareness, media relations, government or health affairs and budget to help reach a specific target (Bouder, 2013), and it is a component of marketing techniques. Fundacja Komunikacji (2010) defined it as it is a set of various activities planned for a specific period and directed to a specific target group, which aims to increase knowledge or lead to a change in thinking and behavior towards a particular social problem. (Anna, 2017)

https://www.econstor.eu/bitstream/10419/193047/1/ees_17_4_fulltext_14.pdf

It aims to raise awareness about a case and make a behavioral change that is desirable (Coffman, 2002). When an institution decides to make public awareness campaign, it shall take into account the type of knowledge that leads to behavioral change. Those campaigns promote the idea that if people learn more about a particular case, they will change their behavior according to their own and their awareness of that problem (Bouder, 2013). We found that awareness-raising campaigns are used by appropriate means and words, which including facts that can educate individuals, communities, and society as such. It conveys one or more types of knowledge, i.e. the procedural and normative effect, as it influences the information of a case, whether with the help of creative ideas, facts, and figures (Bolderdijk et al., 2013).

- **Components of awareness-raising campaigns:**

Although each public awareness campaign is unique, each campaign contains some general components. These key components include:

1- **Target audience:** It is important to identify

the target audience from the outset, as the enhanced understanding of the audience helps organizers to adapt the imperatives of the inevitable arrival of the ads to appeal to their views, needs, and opinions. (Weiss & Tschirhart, 1994).

2- **Messaging:** The procedures for formulating the message and how to offer creative ideas are shown here, as consumers are bombarded by ads, and thus compete with awareness campaigns on a limited space, so the formulation of an awareness-raising message shall be characterized by innovation and departure from traditional knowledge, as it leaves the effective and interesting impact (Weiss & Tschirhart, 1994)

3- **Planning:** A comprehensive design plan should be developed to guide the awareness campaign (Bouder, 2013), which includes relevant information to the message, but also allows organizers to reflect on how to support and disseminate the message through appropriate publicity tools to achieve an effective impact. An appropriate time-frame for the campaign is being developed to achieve the desired result, as the duration is a key variable in measuring impact (Coffman, 2002; Weiss & Tschirhart, 1994).

4- **Network/partnership development:** It includes the identification of partnership or sponsoring with other institutions that have relevant campaigns or initiatives to reach a wider audience. Such partnerships may also maximize resources for PACs with smaller budgets or fewer resources (Bouder, 2013).

5- **Evaluation:** The organizers of the campaign design and implement the evaluation plan, including ensuring compliance with the original plan and timetable, budget and staffing management, and dealing with problems that arise to determine whether protected access is achieving the desired results and to measure the success of the campaign (Bouder, 2013).

- **Barriers to Successful Campaign Implementation:**

1- **Time:** During the planning and implementation phases of the awareness-raising campaign, time can be a limiting factor, as the planning stage consists of several activities that take time, thus failing to allow sufficient time and unforeseen delays, and technical challenges that may affect the success of the campaign. Adequate time was found to be one of the key factors in achieving the desired results (Thrasher et al.,

- 2011).
- 2- **Saturation:** Another major barrier to the optimal impact of effective outreach awareness campaign is "absolute popularity," which means that the awareness-raising campaign must be characterized by the features of optical illusion, which must be recognized among its competitors. In other words, the market can reach saturation quickly, delivering many campaigns at the same time to consumers on a variety of subjects and issues, so it may be difficult to stand in a massive public rally (Wakefield, Loken & Hornik, 2010).
 - 3- **Finances:** Inadequate financial resources can be a barrier to the optimal implementation of public awareness campaigns. If organizers do not have sufficient funds to purchase commercial space or appropriate means, the effectiveness of outreach campaigns may be diminished and regular budget and financial resources review are essential throughout the process to avoid this constraint (Bouder, 2013).
 - 4- **Cultural sensitivity:** If the campaign messages are not culturally appropriate to the target audience, they may be misinterpreted or perceived as abusive, which hinders the success of the campaign. The campaign Messages must be sensitive to the relevant cultural attitudes and perspectives (Chao & So, 2011; Reeler et al., 2009) by providing pre-visual research on the appropriateness of messages for the culture of the recipient, thereby increasing the likelihood of effective communication, which can be considered natural or acceptable in a culture of what can be considered gross or degrading in another culture (Manchaiah & Zhao, 2012).
- **Stages of Campaign Evaluation:** Evaluating Public Awareness Campaigns is critical to understanding the extent to which the campaign achieves its objectives. The campaign evaluation is defined as "systematic collection and analysis of information on output (activities), results and effects of the campaign" (Bruce & Tiger, 2010), the allocation of resources for evaluating PACs could lead to many positive results. First, the robust evaluation can reveal the impacts of PACs and improve future campaign efforts, and second, the PACs evaluation provides stakeholders and funding entities with information on the impacts of their resources, which ultimately improve the credibility of the campaign (Bruce & Tiger, 2010; Patton, 1982;

Valente, 2001).

- **The campaign evaluation usually includes four phases:**

- 1- **Formative Evaluation:** The evaluation is conducted for the campaign formation phase (also known as pre-campaign planning, consumer research) before the launch of the campaign. Effective public awareness campaigns require detailed strategic planning during these early stages (Coffman, 2002).
- 2- **Process Evaluation:** The stage of process evaluation (also known as the implementation evaluation stage) begins when the campaign is officially launched. During this stage, evaluators evaluate the implementation and reach of the campaign during the active course of action. This allows evaluators to determine whether the campaign is carried out as planned or not, and during it, barriers to the implementation of the campaign are identified as planned, and changes are made to how the campaign is implemented as needed. In particular, the accuracy of implementation is evaluated, which includes comparing the planned campaign activities with actual campaign activities. http://www.elinet.eu/fileadmin/ELINET/Redaktion/user_upload/The_key_features_of_successful_awareness_raising_campaigns_10-15_LM_ELINET.pdf
- 3- **Result evaluation:** The evaluation measures the short-term impacts of the campaign, which include awareness of the campaign's message, knowledge, and understanding on the subject, changing beliefs and attitudes, changed standards, promoting self-efficiency, changes in behavioral intentions, changes in behavior and changes in skills. http://www.elinet.eu/fileadmin/ELINET/Redaktion/user_upload/The_key_features_of_successful_awareness_raising_campaigns_10-15_LM_ELINET.pdf
- 4- **Impact Evaluation:** The impact evaluation focuses on the study of long-term impacts, as it also includes impact evaluation at the community and systems affected by the campaign levels, and the impact of the question of whether the campaign is effective must be evaluated. As differences in behavioral change at the population level may take several years to detect, it may be difficult to demonstrate causal relationships between the campaign and the impact, so quantitative

methods are used to evaluate impact. To achieve the main objective of impact evaluation; which is accessing representative audience (audience) samples and evaluating it using reliable and correct measures. Although evaluators tend to collect metrics at the individual level to evaluate impact. http://www.elinet.eu/fileadmin/ELINET/Redaktion/user_upload/The_key_features_of_successful_awareness_raising_campaigns_10-15_LM_ELINET.pdf

- **Evaluation levels of public awareness campaign:**

The quality of the social campaign is often determined based on its effectiveness, which is evaluated based on its impact on the audience. Given the complexity of the problem, scientists are evaluating one of the following five

different levels (Donovan and Henely, 2003)

Awareness, Engagement, Change in behavior, Social norm, Wellbeing

At each of these levels, different indicators can be discerned that confirm the success of the campaign organizers. To obtain relevant data at each stage, noting that all levels of effectiveness are mentioned in the schedule. However, it is difficult to establish a campaign that has an impact on every level. In most cases, the campaign's creators focus on a different aspect, which forms the basis for evaluation.

- **Different methods are also used to measure:**

Table (1) shows a summary of commonly used indicators, with appropriate data collection methods. Noting that the current study aims to evaluate the awareness-raising index. (Varcoe, 2004)

Table (1) Measurement indicators and methods used in the five-level evaluation of the effectiveness of social campaigns (Varcoe, 2004)

Measurement Indicators	Indicators	Means of Measurement
Raising Awareness	The proportion of recipients familiar with the issue	Public Opinion Polls
Engagement	The proportion of recipients participating in deliberations and discussions about the problem Proportion of recipients taking action to gain additional knowledge about the problem	Audience Polls Behavioral Data
Change in behavior	Percentage of recipients reporting their behavior change Proportion of recipients observed changes	Opinion Polls Behavioral Data
Social Norms	Percentage of recipients showed a positive attitude towards the problem Proportion of newspaper articles and campaign supported opinions Submitting legislation for the issue at hand	Opinion Polls Notes Verbal Responses Media and Policy Tracking
Wellbeing	Increased percentage of social result Relative increase in environmental outcomes	Epidemiological Data Environmental Data

10- Study:

An experiment was conducted to test hypotheses through the adoption of campaigns to raise awareness of the risks of social media addiction with the application of the questionnaire before and after exposure to awareness-raising campaigns to investigate the impact of public awareness campaigns to raise awareness of the risks of social media addiction. The effectiveness of public awareness campaigns has been measured before and after the stimuli (ads).

In the first campaign, the sample consisted of 250 respondents, from a random sample of Facebook, and 24 were dropped due to incomplete responses, resulting in 226 respondents. In the second campaign, the sample consisted of 223 respondents, from a random sample of Facebook, and 13 were dropped due to incomplete responses, resulting in 210 respondents (Table (2)). Youth aged 16 to 35 years because they are more exposed to the excessive use of social media, the proportion of men 37.15% and women 62.84%.

Table (2) The sample size in the first and the second groups

M	The sample of the first campaign	The sample of the Second campaign
Sample Size	250	223
Dropped responses	24	13
Final responses for each group	226	210
	Total sample	436

Facebook has been selected from all social media as it is the most widely used by Egyptians daily, and the rate of Facebook participation is higher than other social media. So the participation rate was the main factor in its selection to enable the research sample to absorb the information we make more efficiently and which can only be established through high participation.

11- Stimuli:

Two public awareness campaigns were designed to raise awareness of the risks of social media and

to make sure that the ads options were suitable for this research as a pre-test, 15 specialists were demanded to watch the ads, and five minutes later, they were tested to recall public awareness messages.

First: Description and theorizing of first awareness-raising campaign

of the risks of social media addiction

11-1-First awareness campaign: The first Ad for “Whatsapp”:

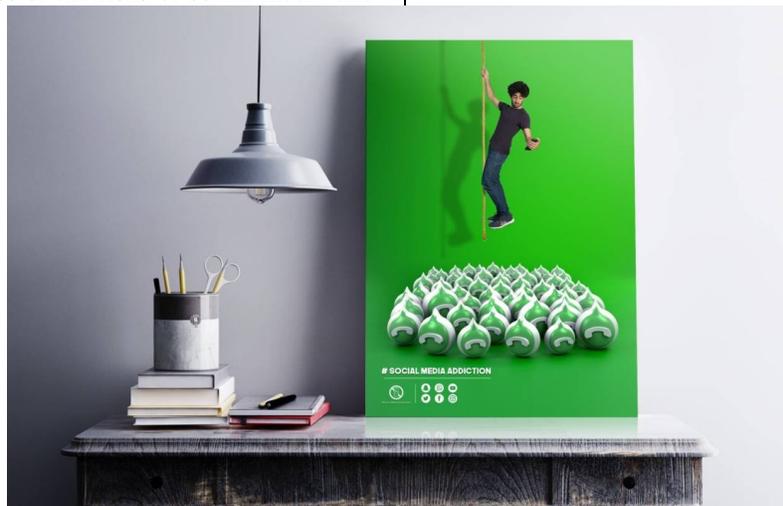


Figure (1) First awareness campaign: **The first ad for “Whatsapp”**

- Concept** Awareness campaign on the risks/ dangers of social media addiction
“Ad to raise awareness of the risks of “What’s app”
- Ad Size** The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
- Used Technology** Maya program has been used to show three dimensions of the elements of the logo application form, Photoshop, as well as photographing the model used in the studio.
- Ad design elements:**
- The Idea** Using the logo itself by pointing the logo nib/ notch and direct it towards the user sticking to a weak rope, it depicts that excessive use of social media poses a risk to user's health (and it is evident here from the sticking of social media user to a rope that he attempts to communicate on these sites with a calm appearance, as the user may not be aware of the risk of the social media addiction.
- Background** The distinctive color of the Logo/ brand (green) has been applied with effective lighting use.
- Shapes** The shape of the logo was used for application and repeated to a large and convergent number, and directing its nib/ notch to above to indicate the risk of the addiction, as well as using a young man sticking to a weak rope, and holding the smartphone with the other hand.
The ad contains all forms of Logos of the social media of the campaign.

- Slogan** It's in the last sixth of the ad on the left in English text "Social media Addiction".
- Philosophy of Composition** The designer summoned in his design of the Gestalt theory and its principles, as replicating the logo on the background that take the same color separated by surrounding white based on the law of convergence and similarity is the most important Gestalt principles with the principle of focus by the main character of the design; which for a young man sticking with a weak rope.
- In general, the person with the total logo elements forming a hierarchical form or a triangle shape has its base down and according to the law of gravity; there is a possibility for the falling of this shape as a result of his addiction or excessive use of social media.
- 11- 2- First awareness campaign: The second Ad for Twitter app:**



Figure (2) First awareness campaign: The second ad for "Twitter app"

- Concept** Awareness campaign on the risks of social media addiction
"Ad to raise awareness of the risks/dangers of "Twitter app"
- Ad Size** The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
- Used Technology** Maya program has been used to show three dimensions of the elements of the logo application form, Photoshop, as well as photographing the model used in the studio.

Poster design elements:

- The Idea** The brand has been used to capture the concern and stress caused by the use of this application through using the (logo) in the form of far apart circuits to explain the problematic mental stress and complexity of the user, with imaging the model in the way showing stress on his facial features through his hands' movement.
- Background** The distinctive color of the logo (blue - Cyan) has been applied with effective lighting use.
- Shapes** The young man who uses social media through his phone (Model) appears in the lower text of the ad design on the floor, while he is surrounded by a group of growing and imaginary circles that are shaped and matched by the logo, which appears in the same logo/brand colors.
- The ad contains all forms of logos of the social media of the campaign.
- Slogan** It's in the last sixth of the poster on the left in English text "Social media Addiction".
- Philosophy of Composition** The person sitting on the ground shape a hierarchical form that gives him a pattern of stability, while he appears to have stress and mental fatigue to use it over social media, and this appears through the expressive values of his face, also his hand on his head. We see a group of birds of Twitter forming multiple and sequential circuits behind each other, which achieve circulation and movement elements.
- The shape of the inverted hierarchy of birds achieves the falling or collapsing. The Design in total plays on the core and philosophy of pyramid theory in composition.

11-3- First awareness campaign: The third ad for “Instagram app”:



Figure (3) First awareness campaign: The third ad for “Instagram app”

Concept	Awareness campaign on the risks of social media addiction “Ad to raise awareness of the risks of “Instagram app”
Ad Size	The Ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Maya program has been used to show three dimensions of the elements of the logo form, Photoshop, as well as photographing the model used in the studio.
Poster design elements:	
The Idea	The ad’s idea depends on the using of model’s body (the app. user) that inconveniently inconvenienced inside the camera lens that represents the shape of the app logo, as it depends on the live imaging of the user’s life to reflect the lack of privacy and comfort in the transmission of the personal and private life of users.
Background	The distinctive color of the Instagram logo (scarlet red) has been applied with effective lighting use, which is a warm color that has different connotations, including activity, vitality, etc..
Shapes	The designer set the Instagram logo in a large size in the middle of the ad, and the lights and shadows played an important role in its confusion with the background, and he put the user "young man" in a circular space "confined in the camera lens" in its position normally that reflects uncomfortable and anxiety that indicates the social media addiction.
Slogan	The ad contains all forms of logos of the social media of the campaign. It’s in the last sixth of the poster on the left in English text "Social media Addiction".
Philosophy of Composition	Based on the principle of “containment” within the design of the basic form of user, which relies on the theory of “filling the framework in composition” and its impact on reflecting the subject of the ad to aware of the risk/dangers of social media addiction.

11-4- First awareness campaign: The fourth ad for “Snap chat app”:



Figure (4) First awareness campaign: The fourth ad for “Snap chat app”

Concept	Awareness campaign on the risks of social media addiction “Ad to raise awareness of the risks of “Snap chat app”
Ad Size	The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Maya program has been used to show three dimensions of the elements of the brand-application form, Photoshop, as well as photographing the model used in the studio.
Poster design elements:	
The Idea	The app logo is applied in a three-dimensional shape to show the similarity between that sign and the shape of the ghost "demon" that comes out from the user's head and spread everywhere just like the risk of the user's mental health addiction, and the user has been photographed looking above at the scattered ghosts and shows the fear on his face.
Background	The distinctive color of the “Snapchat application” logo (yellow) has been applied with effective lighting use, which is a warm color that has different connotations, including activity, vitality, etc..
Shapes	The main character of the user is sitting on his buttock/ backside and looking above towards his right. The background shows a repetition of the application logo in three dimensional and takes the shape of the ghost "demon" that comes out from the user's head and spread around him into a particular system refers to branching.
Slogan	The ad contains all forms of logos of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".
Philosophy of Composition	This design depends on the theory of “radiation formation”, which is consistent with the content of the poster and we note that the distribution of the brand behind the user's head as if it comes out from it indicating the mental risk of addiction.

11-5- First awareness campaign: The fifth ad for “You tube app”:



Figure (5) First awareness campaign: The fifth ad for “You tube app”

Concept	Awareness campaign on the risks of social media addiction “Ad to raise awareness of the risks of “You tube app”
Ad Size	The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Maya program has been used to show three dimensions of the elements of the logo form, Photoshop, as well as photographing the model used in the studio.

Poster design elements:

- The Idea** The popular brand of “YouTube app” has been used as a very deep "pool" and the appearance of user's hands as a drowning attempt to hold onto the famous triangle of the original logo, trying to escape it as its head under deep water, indicating the risk of app addiction to the user's life.
- Background** The Red of YouTube is used, which is a warm color that draws attention and attracts attention.
- Shapes** The designer sets the main form of the logo in a diagonal angle for the three-dimensional shape, which provides a motion sensor for design and user personal action.
- Slogan** The ad contains all forms of logos of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".
- Philosophy of Composition** In formulating this composition, the designer depends on the principle/ theory of “form and background” to achieve the inclusion of the “Gestalt” to illustrate the creative idea.

11-6- First awareness campaign: The sixth ad for “Facebook app”



Figure (6) First awareness campaign: The sixth ad for “Facebook app”

- Concept** Awareness campaign on the risks of social media addiction
“Ad to raise awareness of the risks of “Facebook app”
 - Ad Size** The Ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
 - Used Technology** Maya program has been used to show three dimensions of the elements of the “Facebook app” logo form, Photoshop, as well as photographing the model used in the studio.
- Poster design elements:
- The Idea** The Facebook Logo applied as a maze and the user appeared to be trying to get out of it, but he was bounded in the maze, which indicates the risk of social media addiction.
 - Background** The blue background represented the famous logo of this app, and it represents the brake depth of the design, which is proportionate to the brand concept of applying Facebook and sailing users in its world.

Shapes	The designer put the Facebook logo in a three-dimensional display, that indicates motion and divided as a difficult maze to get out from it, and this is consistent with the content of the ad message that explains the impact of addiction, as well as the form of the person used in this maze.
Slogan	The poster contains all applications logos of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".
Philosophy of Composition	The designer used on the "variation" as an aesthetic value has an important recognition dimension to depict the audience taking a maze while showing the color difference between the outside blue and the inside white of the walls of the maze, achieving the "expressive dimension" that addresses the conscience of users.

Second: Description and conduct of second awareness-raising campaign of the risks of social media addiction

11-7- Second awareness campaign: First ad for "The dangers of to "Social Media Addiction":



Figure (7) Second awareness campaign: First ad.

Concept	Awareness campaign on the risks of social media addiction.
Ad Size	The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Photoshop was used to treat images visually.
Poster design elements:	
The Idea	The poster includes a shot for the beach, which requires a state of relaxation and psychological calm that appear outside the borders of the smartphone shape, but also appears the traffic inside the smartphone shape, reflecting the information and psychological stress situations of social media users.
Background	The background shows a photo shot of the seashore by shining both seawater and beach sand, in addition to a smartphone shape on the north in the lower quadrant is left out of design, which had lots of people/users inside of the laborers seating (as an indication of using smartphones) Imbricated and Superposed to reflex the psychological and mental congestion of people suffering from social media addiction, while a spread and a divergence in "umbrellas" appear in the lower right side of the design as a sign of relaxation and psychological calm for those who do not suffer from such excessive behavior.
Shapes	The outer frame of the smartphone is used to reflect the crowded users in the left half below the design, in addition to the forms of summer residents (users), as well as the form of sea and sand designed to create a dramatic case of user perception.
Slogan	The ad contains all forms of logos of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media

Philosophy of Composition Addiction".
 The ad was based on the principle of “confrontation” that embodies the theme of the advertising campaign between relaxing and psychosis of the user on the seashore and nature with traffic in the smartphone area is a sign of the information pressure and psychological effect of the user.

11-8- **Second awareness campaign: The second ad**

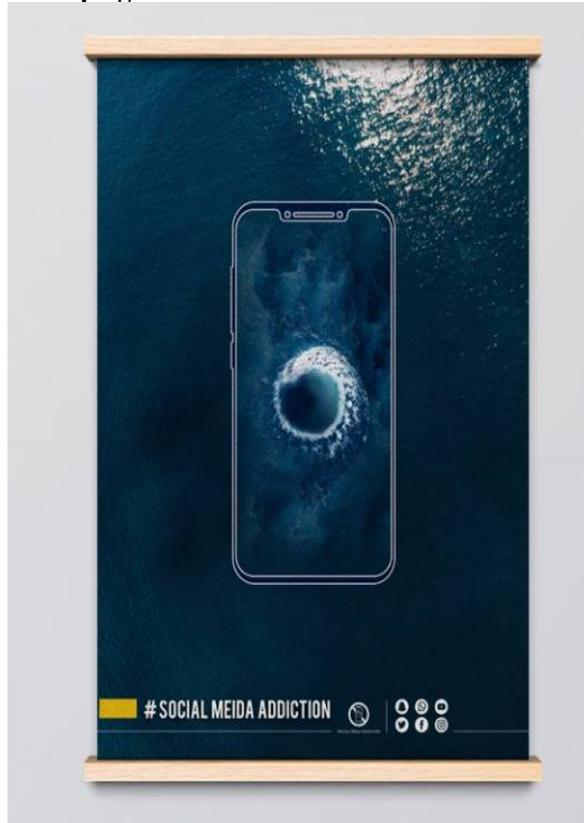


Figure (8) Second awareness campaign: Second ad.

Concept Awareness campaign on the risks of “social media addiction”

Ad Size The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.

Used Technology Photoshop was used to treat images visually.

Poster design elements:

The Idea The ad idea was used to show the form of a sea of calm and beauty, but the space in which the user's smartphone is used to browse social media shows a violent spiral to signify the risk/dangers of health, psychological and mental, psychological which users of social media are exposed.

Background The background showed the “top view” of the sea landscape, as well as the shape of the outer frame of the smartphone centered in the center of the design, with the appearance of illumination flares on the seawater at the right-hand side of the design.

Shapes Designer put a shape of the external framework for the smartphone in a white color design that can easily appear on the dark blue sea background, and the violent spiral appeared in the central focus in half the smartphone.

Slogan The ad contains all forms of brands of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".

Philosophy of Composition The “confrontation/ antibiosis” appears in the sea calmness and the beauty of the view against the violent attaché accompanying his smartphone is a sign of the health and psychological risk that the user is exposed to in case of excessive use of social media.

11-9- Second awareness campaign: The third ad



Figure (9) Second awareness campaign: Third ad.

Concept	Awareness campaign on the risks of “social media addiction”
Ad Size	The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Photoshop was used to treat images visually.
Poster design elements:	
The Idea	The ad’s idea depends on appearing the smartphone on one of the roads used to signal the addictive using of social media sites even during the drive, and the reflection of the phone form of highway lines to represent the form of burial places people (shroud) because this addiction could reach death.
Background	The ad showed a shot of the street beside it the trees, along with the signs of the land used to determine the route, showing the effect of dramatic lighting that gives a sense of ambiguity.
Shapes	The smartphone shape appears in the mid of design near to right, depending on the design street, which contains a phone on all forms of applications for social media application, with telephone zoom considering a user’s situation that is completely immersed in social media sites and may expose his life to death. In addition to the appearance of the smartphone reflection in the form of the "burying" box as an indication of the gravity of the incidents that occur in ways depending on the location of social media.
Slogan	The poster contains all logos of the social media of the campaign. It’s in the last sixth of the poster on the left in English text "Social media Addiction".
Philosophy of Composition	The effect of user addiction to social media sites that comes to death and achieved in the “confrontation” between using his smartphone during driving, and reversing the image of the death penalty box is a sign of the seriousness of this addictive behavior.

11-10- Second awareness campaign: The fourth ad

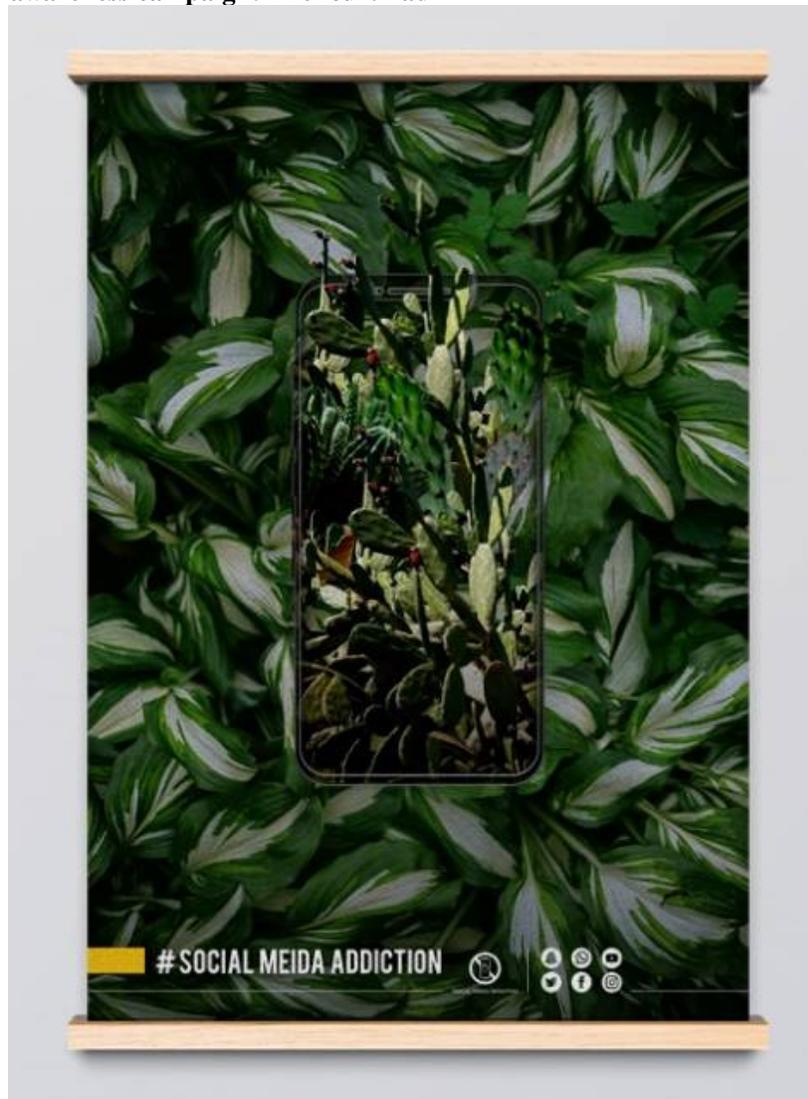


Figure (10) Second awareness campaign: Fourth ad.

Concept

Awareness campaign on the risks of “social media addiction”

Ad Size

The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.

Used Technology

Photoshop was used to treat images visually.

Poster design elements:

The Idea

The idea showed the beautiful green plants, but the smartphone shows a form of cactuses that would infect people who touch it with pain in a match to the seriousness of the addiction to social media.

Background

The background shows a photograph of a garden of green plants characterized by beauty, life, and strangulation.

Shapes

The design is centrally filled with cactus in an indication of the risk and the designer deliberately sets the cactus outside the phone range to reach and confirm the impact of gravity.

Slogan

The ad contains all forms of brands of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".

Philosophy of Composition

The “confrontation/ antibiotics” between the smartphone environments in beautiful green plants as clear as if it is a garden of breath while the corresponding amount of the telephone space occupied by the thorns is the

embodiment of gravity.

11-11- Second awareness campaign: The fifth ad



Figure (11) Second awareness campaign: Fifth ad.

Concept	Awareness campaign on the risks of “social media addiction”
Ad Size	The ad was displayed at the art exhibition at the Faculty of Applied Arts - Helwan University, with a size of 100 * 70cm.
Used Technology	Photoshop was used to treat images visually.
Poster design elements:	
The Idea	The ad idea was to employ the phone shape, which is a prison in one of the rooms where the user lives to make it clear that the addiction to using those sites completely isolates him from real life, and represents an invisible virtual life in which the user lives, indicating how dangerous it is to addiction to social media.
Background	The black background has emerged as a sign of illness, fatigue, and psychological stress represented by the addiction to social media.
Shapes	The smartphone formed in one of the prison windows that filled with barriers in the left part of the design, while its reflection on the light and camera angle appeared on the right, as well as the appearance of people inside the room as a sign of the black side of the disease and its effects on users.
Slogan	The ad contains all forms of brands of the social media of the campaign. It's in the last sixth of the poster on the left in English text "Social media Addiction".
Philosophy of Composition	The “confrontation/ antibiotics” is shown in the form of the phone that represents the prison window, where the user lives in the smartphone booth in solidarity with the user's room in real life as if he lives in an unreal or imaginary virtual world and reflects the concept of excessive use of social media.

12- Measures:

- The extent of exposure to social media was evaluated before and after exposure to awareness-raising campaigns, and the study adopted a measure (Andreassen et, al. 2012) (appendix 1) (The Bergen Social media Addiction Scale) to evaluate the impact of the public awareness campaign on the 5-Point Likert scale using base points, I strongly disagree, I strongly agree Higher degrees refer to greater addiction on Facebook. All 18 original elements are listed in the appendix (1). The scale contains three sections, the first identifying the demographic characteristics of the respondents, and the second section includes questions of the questionnaire,
- second contain thanks and appreciation.
- In this research, the researcher has used the statistical analyses of social sciences (SPSS 25) in the conduct of statistical analyses and methods used in the study:
 - 1- Pearson correlation coefficient.
 - 2- Cronbach's alpha coefficient.
 - 3- Computational average and standard deviation.
 - 4- Test "T" for independent samples.
 - 5- Test "T" for double samples (associated).
 - 6- The ETA equation (η^2)

12-1- Validity and resolution stability

- ❖ **The validity of the Internal Consistency results:**

To verify the internal consistency of the resolution, the researchers calculated the correlation between the scores of each term of

resolution and the overall outcome of the resolution, and the results were as shown in table (3):

Table (3): The correlation coefficients between the scores of each term of resolution and total resolution are shown.

phrase	Correlation	Level of	Statistical
1	0.63	0.01	Significant
2	0.57	0.01	Significant
3	0.61	0.01	Significant
4	0.47	0.01	Significant
5	0.80	0.01	Significant
6	0.88	0.01	Significant
7	0.85	0.01	Significant
8	0.78	0.01	Significant
9	0.82	0.01	Significant
10	0.72	0.01	Significant
11	0.65	0.01	Significant
12	0.67	0.01	Significant
13	0.67	0.01	Significant
14	0.69	0.01	Significant
15	0.70	0.01	Significant
16	0.61	0.01	Significant
17	0.75	0.01	Significant
18	0.66	0.01	Significant

Table (3) shows the correlation coefficients between the terms of each resolution and the overall outcome of the resolution, ranging from 0.47 to 0.88, all of which are statistically significant, and therefore the resolution statements are believed to be consistent with what has been established for its measurement.

12- Results and Discussion:

-1- Resolution stability results.

To verify the persistence of resolution, the researcher uses the method of the Cronbach's alpha coefficient and the results are as shown in the Table (4):

Table (4): Shows the results of Cronbach's alpha resolution test.

Research tool	The number of phrases	Cronbach's alpha coefficient.
Awareness-raising resolution	18	0.94

Table (4) shows the persistence factor of resolution (0.93), which is high, reassuring the researchers of the results of the resolution.

-2- Statistical results of research

Arithmetic, computational, standard deviation, and percentage (weight gain) were used for high-resolution terms following a sliding gradient measure as follows:

I strongly agree, I agree, neutral, I disagree, I strongly disagree "in weights of (5, 4, 3, 2, 1) in order, and the range was calculated by placing the smallest weight of the highest weight on the scale (5-1 = 4), to determine the actual length of each level that is (4 ÷ 5 = 0.80), which means that the level "strongly declines" is between value (1) and

less (1.80 + 0.80), the level is "neutral" between value (2.60) and less (3.40 + 0.80), and the level is "agreed" between value (3.40 + 0.80), and the level is "very agreed" between value (4.20) to value (5).

• Thus, the weighted weight of the answers to each of the words is as follows:

- 1-1.79 (I strongly disagree)
- 1.80 - 2.59 (I disagree)
- 2.60 - 3.39 (neutral)
- 3.40 - 4.19 (I agree)
- 4.20-5 (I strongly agree)

• The degree of addiction to social media sites is measured as follows:

- 1-1.79 (very low)

- 1.80 - 2.59 (low)
- 2.60 - 3.39 (Medium)
- 3.40 - 4.19 (High)
- 4.20-5 (very high)

Note:

- All computational averages and standard deviations are mentioned in two decimal numbers.
- All statistics depend on the computational average according to the measured pentagram.

-3- Results of statistical hypotheses tests of

Table (5) The significance of the differences between the average scores of the responses of young people seeking to carry out public awareness campaigns

Awareness campaigns	Degree of addiction	Computational Average	Standard Deviation	Test "T"		
				Value of "T"	Degrees of freedom	Level of significance
First awareness campaign:	High	4.16	0.56	1.28	434	0.201
Second awareness campaign:	High	4.09	0.58			

research

• **Results of the first hypothesis of research:**

The first hypothesis states that "There is no statistically significant difference between the average degrees of research samples' responses of youth aged between 16 and 35 years before implementing the awareness campaigns". To test the validity of this hypothesis, the researchers have used the test "T" for samples, and the results are as shown in Table (5):

Table (5) shows that the average scores of youth-seeking responses before the implementation of public awareness campaigns were converging, averaging the first awareness campaign (4.16) and the previous average of the second awareness campaign (4.09), and the degree of addiction to social media sites at the "high" level in the two

campaigns, the value of "T" (1.28) and the level of significance (0.201) was higher than 0.05, indicating that there was no statistically significant difference between the average score of the two campaigns, as evidenced by the equality of young people in search of social networking sites.

Figure (12) indicates that:

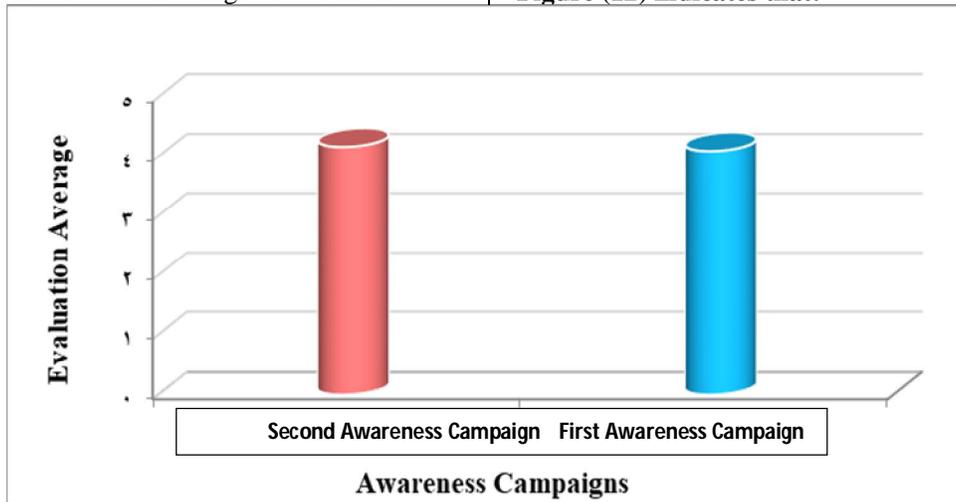


Figure (12) indicates the average scores of the responses of young people seeking to carry out public awareness campaigns.

From Table (5) and figure (12), the first objective of the research is found.

• **Results of the second hypothesis of research:**

The second hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses to the

first awareness campaign before and after implementing the campaign". To test the validity of this hypothesis, the researchers have used the test "T" for double samples (associated), and the results are as shown in Table (6):

Table (6) The significance of the differences between the average scores of the responses of young people to the first public awareness campaign was marked before and after the campaign was carried out

The first campaign	Degree of addiction	Computational Average	Standard Deviation	Test "T"		
				Value of "T"	Degrees of freedom	Level of significance
Before the campaign is carried out	High	4.16	0.56	97.78	225	0.001
After the campaign is carried out	Low	2.41	0.81			

Table (6) shows that the average score of youth responses was the first public awareness campaign before the campaign was carried out (4.16) and the degree of addiction to social media sites fell at a high "high" level and after the campaign was implemented on average (2.41), the level of "low" addiction, "T" (97.78) and densification (0.001)

was lower (0.001), indicating statistically significant differences between average scores of young people's responses to the first public awareness campaign before and after the campaign was carried out.

Figure (13) indicates that:

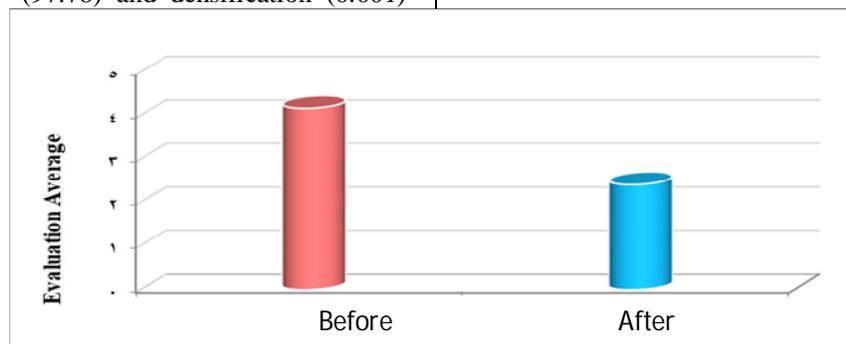


Figure (13) It indicates the average scores of the responses of young people to the first public awareness campaign was marked before and after the campaign was carried out.

From Table (6) and figure (13), the second objective of the research is found.

• **Results of the third hypothesis of research:**
The third hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses to the

second awareness campaign before and after implementing the campaign". To test the validity of this hypothesis, the researchers have used the test "T" for double samples (associated), and the results are as shown in Table (7):

Table (7) The significance of the differences between the average scores of the responses of young people to the second public awareness campaign was marked before and after the campaign was carried out.

The second campaign.	Degree of addiction	Computational Average	Standard Deviation	Test "T"		
				Value of "T"	Degrees of freedom	Level of significance
Before the campaign launch	High	4.09	0.58	73.68	209	0.001
After the campaign launch	Medium	3.21	0.75			

Table (7) shows that the average score of youth responses was the second public awareness

campaign before the campaign was carried out (4.09) and the degree of addiction to social media

sites fell at a high "high" level and after the campaign was implemented on average (3.21), the level of "medium" addiction, "T" (73.68) and densification (0.001) was lower (0.001), indicating statistically significant differences between

average scores of young people's responses to the second public awareness campaign before and after the campaign was carried out.

Figure (14) indicates that:

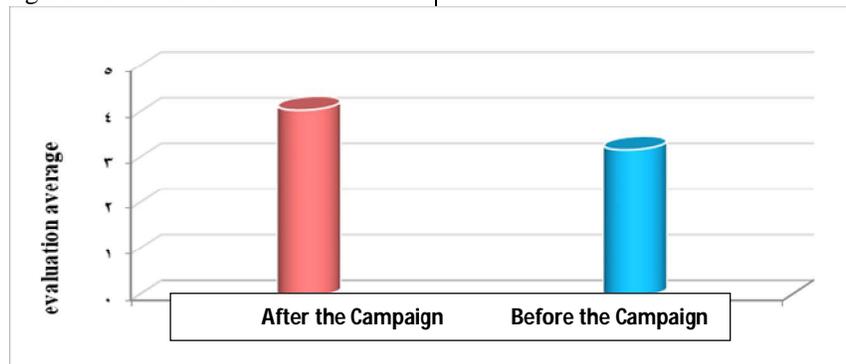


Figure (14) It indicates the average scores of the responses of young people to the second public awareness campaign was marked before and after the campaign was carried out.

From Table (7) and figure (14), the third objective of the research is found.

• **Results of the fourth hypothesis of research:**

The fourth hypothesis states that "There is a statistically significant difference between the average degrees of youth samples' responses of

the first and second awareness campaigns after implementing the campaigns". To test the validity of this hypothesis, the researchers have used the test "T" for independent samples, and the results are as shown in Table (8):

Table (8)

The significance of the differences between the average scores of the responses of young people to the two public awareness campaigns was marked before and after the two campaigns were carried out.

Awareness campaigns	Degree of addiction	Computational Average	Standard Deviation	Test "T"		
				Value of "T"	Degrees of freedom	Level of significance
First awareness campaign:	Low	2.41	0.81	10.75	434	0.001
Second awareness campaign:	Medium	3.21	0.75			

Table (8) shows that the average score of youth responses was the first public awareness campaign after the campaign was carried out (2.41) and the degree of addiction to social media sites fell at a "low" level and in the second campaign the average (3.21), the level of "medium" addiction,

"T" (10.75) and densification (0.001) was lower (0.001), indicating a statistically significant difference between the first and second public awareness campaigns after the campaigns were carried out in the interest of the first campaign.

Figure (15) indicates that:

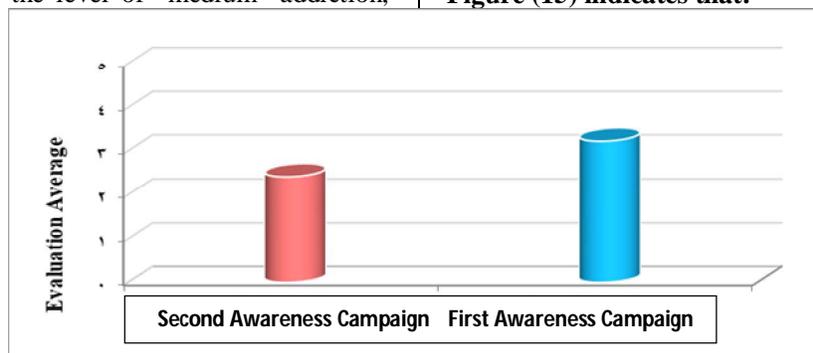


Figure (15) It indicates the average scores of the responses of young people to the two public

awareness campaigns were marked before and after the two campaigns were carried out. From Table (8) and figure (15), the fourth objective of the research is found.

• **Results of the fifth hypothesis of research:**
 The fifth hypothesis states that "the innovative awareness campaigns achieve a significant increase in users' awareness of risks of social media addiction and its negative consequences". To verify the validity of this hypothesis, the

researcher used the ETA ($\zeta^2\eta$) to calculate the size of the impact, and Cohen explained the value of the "impact volume" in terms of the size of the impact (0.01), average if its value (0.06), and an indication of its value (0.14), (Fouad Abu Hattab and Amal Sadiq, 1991 - 270):

The results were as shown in Table (9):

Table (9) Innovative Awareness-Rising to Free from Social Media Addiction & its Negative Consequences

Awareness campaigns	(T) value	Degrees of freedom	ETA square ($\zeta^2\eta$)	The impact
First awareness campaign:	97.78	226	0.98	large
Second awareness campaign:	73.68	210	0.96	large

Table (9) shows ETA square ($\zeta^2\eta$) of the impact of public awareness campaigns about freedom from addiction to social media sites and its negative consequences, with an impact (0.98) of the first advertising campaign and 0.96 for the second advertising campaign, which was higher than 0.14 identified by Cohen to determine the impact, which indicates that the magnitude of the impact

of the public awareness campaign and the research carried out by the researcher was significant and resulted in increased awareness of the risks of addiction to social media sites and the low level of social media addiction among young people in search.

Figures (16), (17), (18) show that:

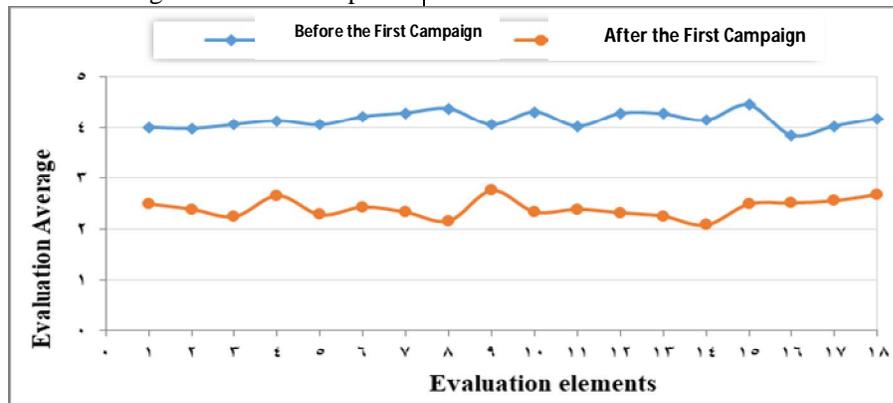


Figure (16) The impact of the first campaign.

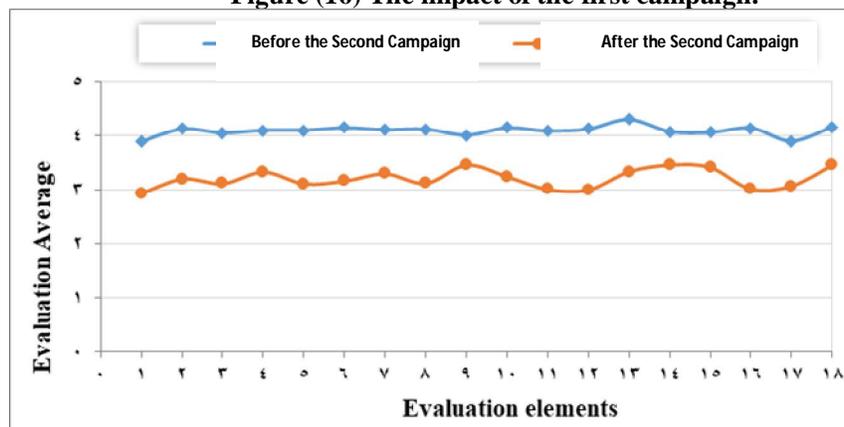


Figure (17) The impact of the second campaign.

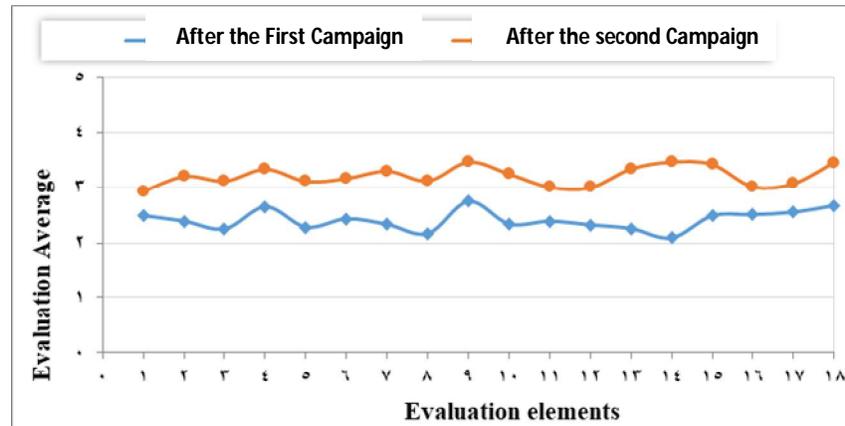


Figure (18) The impact of the first & second campaigns.

From Table (9) and its results, and figures (16), (17), and (18) they achieved the fifth hypothesis of the research

It is clear from the above that "innovative public awareness campaigns have significantly increased the awareness of users of the risk/seriousness of addiction to social media sites and its negative consequences", and the results of the two campaigns have been successful in raising awareness among users (the research sample) in general, but the initial campaign (which relies on branding and 3D use) has made significant success in raising awareness for users of the second campaign.

13- Recommendations:

- The need to study the effects of distance-learning processes on social media addicts and how to address it.
- Studying the impact of awareness of smartphone users for younger age groups such as children and adolescents and their impact on student learning achievement.
- Studying the effects of campaigns using male users against females in social media addiction.
- The impact of public awareness campaigns on social norms for users within the framework of the sustainable development of society.

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Appendix (1)

Questionnaire form for the target group of young people aged between 16 and 35 years

The Bergen Social media Addiction Scale

Research: Innovative Awareness-Rising Measures to Free from Social Media Addiction & its Negative Consequences

Name (optional): Age:..... Gender:.....

Kindly answer the following form, which is aimed at scientific research, so I ask you to fill this form with utmost objectivity by marking (√) in front of each phrase:

S	Phrase	I strongly agree	Agree	Neither Agree nor disagree	Disagree	I strongly disagree
1	I spend a lot of time thinking about social media or planning to use social media.					
2	I think about how to save more time to spend it on social media.					
3	I think a lot about what happened on social media lately.					
4	I spend more time on social media than originally intended.					
5	I have a desire to use social media more and more.					
6	Did you feel that you had to use social media more and more for the same fun?					
7	I use social media to forget personal problems.					
8	I use social media to reduce guilt, anxiety, disability, and depression.					
9	I use social media to reduce anxiety.					
10	Others told me to reduce your use of social media, but I didn't listen to them.					
11	I'm trying to minimize the use of social media sites.					
12	I decided to use social media less, but I couldn't do it.					
13	I became troubled or worried if I was prevented from using social media.					
14	I get irritable if I was prevented from using social media.					
15	I feel bad if I can't log in to social media for some time for any reason.					
16	I use social media so much even it harmed my job/ or school.					
17	I give less priority to hobbies, recreational activities, and the practice of sport for social media.					
18	You ignored your partner, your family, or your friends because of social media.					