Digital Awareness Films Efficiency to Decrease the Intellectually Insecure Globalization Effects on Social Media Platforms

Shimaa Salah Sadek Sedek

Associate professor, Advertising department, faculty of applied arts, Benha University, Qalyubia, Egypt

Abstract:

The cultural hegemony of the superpowers has a great influence on Arab societies, especially Egypt. According to the challenges posed by globalization and its insecure cultural reflections on social media platforms which have changed to be an active tool in society and the daily technological innovations, the platforms have been used to broadcast a number of intellectually unsafe messages widely targeting teenagers and young people with a view to destroying identity and societal principals and imposing cultural control under targeting intellectual security. In accordance to their usability, interactive, and sustainable nature, social media platforms have become a very suitable tool for promoting this insecure ideology because they facilitate communication with specific groups and save time and effort, as they transcend temporal and spatial limits among users. Therefore, **the research problem** is summarized in the fact that the negative effects of cultural globalization and unsafe ideas have prevailed on social media platforms, which represent electronic intellectual terrorism that adversely affects users from teenagers and young people, and rates of using the sites of social media are increased among teenagers and young people which results in facilitating their intellectual targeting. **Methodology**: The study employs the experimental approach by making six short digital films to raise awareness on social media platforms (Facebook), and preparing a scale of awareness to measure the effectiveness of these digital films in raising awareness rates to reduce the negative consequences of globalization teenagers and young people towards culturally insecure thinking. The study has reached several findings. **Results**: The most important result is that the arithmetic mean of the overall evaluation is low degree of agreement for the following films: the first (awareness against homosexuality), the second (awareness of the danger of digital games), the third (awareness of intellectual invasion), the fourth (human trafficking issues) and the fifth (the spread of inappropriate western habits society) before watching the films while the arithmetic degree is at a high degree of agreement after watching the films. The arithmetic means of the total evaluation of the sixth film (awareness against Distortion of the Pharaonic Civilization) before watching the film is at a medium degree of agreement. After watching the film, the arithmetic mean is at a relatively high degree of agreement. Thus, there are statistically significant differences among the arithmetic means of the movie estimates before and after showing films in advantage of the post assessment.

References:

1. United N. (2012). The Use of the Internet for Terrorist purposes, New York. Available from{https://www.unodc.org/documents/frontpage/Use_of_Internet_for_Terrorist_Purposes.pdf}[Accessed: 21 th Jun, 2022].
2. Sasha, R., Martin C. Libicki, Z. W., Olesya T. (2015). Internet Freedom Software and Illicit Activity (Supporting Human Rights Without Enabling Criminals), Library of Congress Cataloging-in-Publication Data, *Published by the RAND Corporation*, Santa Monica, Calif. ISBN: 978-0-8330-9110-9. Available from{file:///C:/Users/Shaimaa%20Salah/Downloads/RAND_RR1151.pdf}[Accessed: 20 th April, 2022].
3. Sertif D. & Ali B. V. (2016). Globalization, Terrorism and the State. Alternatives: *Turkish Journal of International Relations*, 14(3): 36-53. Available from{ www.alternetivesjournal.net}[Accessed: 20 th April, 2022].
4. Mccauley,C. & Moskalenlo, S.(2017). Understanding political radicalization: The two-pyramids model, *American Psychologist,* 72(3),205-216. Available from{https://www.researchgate.net/publication/315967753_Understanding_political_radicalization_The_two-pyramids_model}[Accessed: 5 th April, 2022].
5. Habermas, J. (1991). The structural transformation of the public sphere: An inquiry into a category of bourgeois society. *Comparative Studies in Society and History*, 34(01), 189. Available from{doi:10.1017/s0010417500017527} [Accessed: 12 th May, 2022].
6. Tong, J. (2018). Journalistic legitimacy revisited. Collapse or revival in the digital age?, *Digital Journalism*, 6, 256–273. Available from{doi:10.1080/21670811.2017.1360785} [Accessed: 12 th May, 2022].
7. Shin, J., & Thorson, K. (2017). Partisan selective sharing: The biased diffusion of fact-checking messages on social media. *Journal of Communication*, 67, 233–255. Available from{doi:10.1111/jcom.12284} [Accessed: 25 th June, 2022].
8. Ylä-Anttila, T., Bauvois, G., & Pyrhönen, N. (2019). Politicization of migration in the countermedia style:

A computational and qualitative analysis of populist discourse. *Discourse, Context, & Media*. Available from{doi:10.1016/j.dcm.2019.100326} [Accessed: 2 th June, 2022].

9. Hopp, T., Ferrucci, P., & Vargo, C. J. (2020). Why Do People Share Ideologically Extreme, False, and Misleading Content on Social Media? A Self-Report and Trace Data–Based Analysis of Countermedia Content Dissemination on Facebook and Twitter. *Human Communication Research*, 46(4), 357–384. Available from{doi:10.1093/hcr/hqz022} [Accessed: 5 th February, 2022].

10. Philip N. H., Lisa-Maria N. and Nayana P. (2021). *Digital misinformation / disinformation and children*, UNICEF Office of Global Insight and Policy, University of Oxford Steven Vosloo, UNICEF. Available from{https://www.unicef.org/globalinsight/reports/digital-misinformation-disinformation-and-children} [Accessed: 5 th February, 2022].

11. Revista E., Investigación e. C. E., (2022). The use of public service advertising for solving social problems. *Abriendo Camino al Conocimiento*, 8(15), 178:195. [Online] Available at: https://www.researchgate.net/publication/353362905_The_use_of_public_service_advertising_for_solving _social_problems [Accessed: 15 th February, 2022]

12. Kotler P.; Zaltman G. (1971). Social marketing: An approach to planned social change. *Journal of Marketing* 35: 3– 12. [Online] Available at: https://www.jstor.org/stable/1249783 [Accessed: 2 th May, 2022]

13. Kotler P.; Roberto N.; Lee, N. (2002). *Social marketing: Improving the quality of life*, California: Sage Publications.

14. Andreason, A. R. (2004). A social marketing approach to changing mental health practices directed at youth and adolescents. *Health Marketing Quarterly* 21(4): 51–75. [Online] Available at: https://doi.org/10.1300/J026v21n04_04 [Accessed: 3 th May, 2022]

15. Donovan, R., Henely, N. (2003). *Social Marketing: Principles and Practice*, New York: Cambridge University Press.

16. Anna (2017): The role of public awareness campaigns in sustainable development, Economic and Environmental Studies (E&ES), *Opole University, Faculty of Economics, Opole*, 17(4): 865-877, [Online] Available at: https://doi.org/10.25167/ees.2017.44.14 [Accessed: 8 th July, 2022]

17. Coffman, J. (2002). *Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice and opportunities*, Harvard Family Research Project, Cambridge

18. Henry, G.T. and Rivera, M. (1998), Public information campaigns and changing behaviors, in Meeting of the Association for Public Policy Analysis and Management, New York.

19. Stimson URL: https://www.stimson.org/2022/social-media-misinformation-and-the-prevention-of-political-instability-and-mass-atrocities/

20. Campaignasia URL: https://www.campaignasia.com/article/the-philippines-has-the-highest-population-of-vlog-watchers-and-influencer-follow/475734

21. Datareportal URL: https://datareportal.com/reports/digital-2022-motivations-for-using-the-internet

22. Teacherbees URL: https://teacherbees.ca/media-literacy-resources/