

Abstract

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"INVESTIGATING THE YOUNG ADULTS' RELIANCE ON SOCIAL NETWORKING SITES and ITS' IMPACT ON SOCIAL CAPITAL IN EGYPT"

The augmented use and attention of young adults of Social Networking Sites (SNS) had risen up the question of why do young adults in Egypt rely on SNS? Also what are the outcomes of young adults' reliance on social networking sites? In particular the purpose of this study is to investigate the dimensions that predict young adults' reliance on SNS in Egypt while measuring its effect on the Egyptian social capital through political participation, civic participation and trust in government. With a sample of Egyptians between the age of 18 and 30, of which 84% used Facebook, the research conducted three focus groups to investigate dimensions of reliance on SNS. Followed by those 410 questionnaires were collected to measure the influence of reliance on SNS on the Egyptian social capital. This research adopted a sequential mixed methodology, where both qualitative and quantitative techniques were merged for better understanding and contribution to literature. The findings confirm that young adults do rely on SNS. They suggest that young adults in Egypt rely on SNS due to the style of news and information, diversion from traditional media, reliance of others, collaborative contribution and production, collective action on events, sense of community and interpersonal discussions. Additionally, findings of this study prove that there is a relation between reliance on SNS and political participation, civic participation and trust in government. Specifically, political participation was most determined by reliance on SNS. Thus, the original value of this study stems from exploring the novelty of reliance on SNS by young adults in Egypt and the integration of social networks and social capital, which yields to development of better theory. The findings are practically important for site designers, political organizations, civil groups and the Egyptian government.