

Abstract

Mona Arslan

"INVESTIGATING THE EFFECT OF YOUNG ADULTS' RELIANCE ON SOCIAL NETWORKING SITES ON POLITICAL PARTICIPATION IN EGYPT"

The augmented use and attention of young adults of Social Networking Sites (SNS) had risen up the question of 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 political participation. 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 political participation in the Egyptian society. This research adopted a sequential mixed methodology, where both qualitative and quantitative techniques were merged for better understanding and contribution to literature. With respect to sampling, this study has adopted area sampling to allow the generalization of data concluded. The findings confirm that young adults do rely on SNS. Additionally, findings of this study prove that there is a relation between reliance on SNS and political participation. Thus, the original value of this study stems from exploring the novelty of reliance on SNS by young adults in Egypt; the integration of social networks and social capital, which yields to development of better theory. The findings are practically important for politicians, site designers, political organizations, civil groups and the Egyptian government. "Egypt is reborn" is a common phrase heard in the Egyptian street. Now that Egypt is starting a totally new era, will social networks be there to affect the Egyptian social capital?