



The effect of Social media platforms on Youth Empowerment in Egypt



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Abstract:

The 21st century marked the evolvement and growth of social media platforms in the whole world. Since then these sites have become a corner stone of people's daily lives, specially the lives of the youth. Many youth are using social media platforms, especially Facebook, and instagram to build relationships, connect with the world, share and gain knowledge and information, and to be opened to the world and have better social healthy lives. Nowadays, it is crystal clear that the youth are merging more to Tiktok as a social media platform. Some other youth are interested in Twitter to get updated by the political events and news around them.

This paper is about examining the effect of the social media platforms on the youth empowerment in Egypt. It is studying how the social media platforms (Facebook, instagram, Tiktok and twitter) are affecting the youth empowerment in various ways; psychological, societal, organizational, economic, social, and cultural empowerment.

In order to test the hypothesis, 113 youth (age from 18 to 24 as per the UN definition) and their parents were surveyed through well-structured electronic questionnaires. Convenience sampling method was used. The scope of the study was limited to mainly the youth and their parents of Egypt. The research was limited only to some types of social media platforms such as Facebook, instagram, Tiktok and twitter as representative of social media platforms.

The survey was analyzed statistically, and Correlation was applied to the data with the help of SPSS statistics to test the relationship between social media platforms with the youth empowerment. The statement correlation showed significance between the social media platforms and all the dependent variables. For each variable, The Cranach's is greater than 0.6, this proves that there is a high consistency between the statements and each statement is supporting the other.

The result shows that there is a significant positive impact of social media platforms on youth empowerment. It shows significant effect on the six types of youth empowerment in Egypt. Thus, social media platforms have positive impact on all youth empowerment types; psychological, societal, organizational, economic, social, and cultural empowerment. Hence, all hypotheses were accepted.

Keywords: Social media platforms, Facebook, instagram, Tiktok, twitter, youth empowerment, Egypt.

Introduction

1.1 Background

The 21st century marked the evolvement and growth of social media platforms in the whole world. Since then these sites have become a corner stone of people's daily lives, specially the lives of the youth. Many youth are using social media, especially Facebook, and instagram to build relationships, connect with the world, share and gain knowledge and information, and to be opened to the world and have better social lives (Boyd, 2007). Nowadays, it is crystal clear that the youth are merging more to Tiktok as social media platform. It shows videos by not only influencers, but also normal not famous ones. These videos show various array of information stating from the daily life activities hacks, to real scientific information and facts. Some other youth are interested in Twitter to get updated by the political events and news around them.

A booming word in our daily life and it is even becoming part of our daily activities, or even it is considered an addiction for some of us; Social media. The Web 2.0 technology is the shared content and published among users on social media websites (Kaplan & Haenlein, 2010). One can say that the presence of smart phones and the social media have revolutionized the social interaction among people worldwide. So these are the new communication tools between organizations, communities and individuals.

The social media is actually becoming part of the daily human activities in the recent technological era. It is even considered the air for some people to breathe, which they can't live without. These two words definition consists of the word social which is by common sense means the interaction with people around us. The second word is media, which refers to the communication methods like the traditional ones as TV, newspapers. Yet, the new ones are internet sites, social networking sites and social media platforms which are the main foundation stone of this research. Actually the social media usage requires a smart phone with internet connected to such apps and web sites. Or, it needs a computer or laptop with internet connection. The social media that are tested here in this paper are; the Facebook, instagram, Tiktok and Twitter.

Social media platforms had recently encouraged the youth to create and share content with their peers not only in the local neighborhoods but actually around the globe. This had amplified their voices and their potential to make a difference locally and across the boundaries. The technology had given strength for the youth to stand for certain cause and fight for a social cause. This is one of the bright sides of using

the social media, besides using it for leisure time. Nowadays, social media has the strong potential to let people especially youth to support others — with prayers and messages of encouragement — and to advocate solutions for underlying social and persona stress or problems.

So, one can say that social media showed great success in acknowledging the objectives of social marketing which relies in creating awareness to change the undesired behavior or to support a desired behavior. Thus, Social media in its many forms, allows many teenagers and youth to find their own place in the world, and gives them a chance to be heard and seen by others. It allows them to be more aware of global issues, be open about their struggles and express their opinions. Social media has empowered adolescents and youth and lets them shape their own personality and have voice in the world. Instead of being told what to read and what to do by their parents, they can just simply log to the social media platforms and engage in huge pool of information and choose what to learn by themselves and they can simply comment on any piece of information and form their own opinion and debate. Thus, they create their own virtual community where they belong to and get better image about themselves.

1.2 Significance of the problem

The significance of this research lies in testing a crucial social phenomenon happening in Egypt nowadays which is the addiction to the social media platforms. It is testing how these new platforms such as Facebook, Instagram, Tiktok and Twitter affect the youth empowerment in Egypt.

It is crystal clear the huge daily access of youth to the different social media platforms. Most of the previous researches have been studying the negative effects of the social media on the youth. However, this paper is testing one of the positive effects of the social media platforms on youth which is the youth empowerment.

So as this paper is pinpointing on the youth that are from 15 to 24, for youth to answer by themselves and it included age till above 39 years old for parents or relatives of the young people to answer too. And definitely the social media previously had and will continuously have effects on the youth and their families. This paper is addressing how the social media is helping the youth empowerment in Egypt in 6 different aspects; psychological, societal, organizational, economic, social, and cultural empowerment. So, it is taking the positive side of the social media and its effects on the youth empowerment and not bragging about the challenges and problems of the social media on youth like many other papers.

1.3 Theoretical Definitions

Social media: It is defined as “the web-based communication tools that enable people to interact with each other by both sharing and consuming information” (Nations, 2018). Another definition for social media Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of the contents by users” (Kaplan & Haenlein, 2010).

Social media platforms: it is a service or site or method that connects audience together virtually. (Kietzmann et al., 2011). This term is used here as Facebook, Instagram, Tiktok and Twitter.

Youth empowerment: Youth empowerment can be defined as a process where people gain the ability and authority to make informed decisions and implement change in their own lives and the lives of other people. It is a means of encouraging youths to do great things for themselves and also to make great impact in their society

2. Literature Review

Social media as it is clear from its name that it is communication channel that connects lots of people together at one place like characteristics of any medium collecting people of similar interests. The point here is that this connection happens through the internet connection, from any type of devices; smart devices or computers. This takes place by enabling the users to share information that can be personal or impersonal, share ideas, or share videos (CARR, C. T. & R. A. HAYES 2015). Another more scientific definition for Social media, that they “are computer-mediated communication software that enable users to create, share and view content in publicly networked one-to-one, one-to-many, and/or many-to-many communications” (BURGESS, J. & T. POELL (eds) 2017). This sharing is always entitled to be done through the network of the social media platform. This is naturally like any other medium where there is a sender or source who is encoding certain message through certain specific channel. On the other hand, this message is being decoded by another party called the receiver where one understands the message depends on many factors such age, education and gender. None the less, sometimes the message is never understood due to the noise that may happen in the process, cutting the communication process. This may take place to semantic barrier due to the inflective way of the usage of the words, or due to cultural barrier to use words in different that have other meaning in the culture, or to have a psychological barrier due to not being in good mood and attitude problems and finally the very logical one the physical barrier where the communication may not take place due to the exhaustion of the receiver or due to any physical body illness.

So, one shares anything related to himself, or his beliefs, to his work achievements on the different social media platforms in return to be heard and recognized by others. The shared information on social media may lead to increase self-esteem, and better image of oneself. However, the fake filters and fake life style of people on various social media platforms may lead to insecurities in the youth and younger people with less experience in life.

2.1 Numbers of Social media platforms usage in Egypt

According to Galal, (2022) a recent research made on the media usage in Egypt, it was stated the following; the first and most used social media platform is Facebook. The Facebook users and Facebook messenger's users are almost 56 million Egyptians. Second, comes the YouTube with 46.3 million Egyptian users. Third, comes the Tiktok with 20.28 million young Egyptians. Fourth, is the instagram with 18 million Egyptian users. Users aged 18 to 24 made up 37.3 percent of Instagram user base in the country. Fifth, comes the snap chat with 13.6 million users in Egypt. Sixth, Twitter for 5.5 million Egyptian users(Galal, 2022).

2.2 The main aim of each social media platform among youth

2.2.1 Facebook usage

It is known that Facebook has dominated the world as the most used social media platform or social network site. However, it is no longer the most popular social media platform for the youth, due to the emergence of new platforms such as instagram, snap chat and Tiktok that are more visual platforms with more photos and colors which are more interesting for such young age. Recently it is noted that, lower-income teens and youth are more likely to gravitate toward Facebook than those from higher-income households (Anderson, 2022). It was mentioned that there are also some differences related to gender and to race and ethnicity when it comes to teens' most-used sites. Thus, Girls are more likely than to use snap chat while boys are more inclined than girls to use YouTube (Anderson, 2022)

2.2.2 Instagram usage

The researcher believes that when it comes to choosing an image-based social media platform, most people choose instagram. The researchers found that teens and young adults have a very good opinion of Instagram. According to Roesler, (2022) about 40 percent of those surveyed described Instagram as being Current (42%), Friendly (40%), Trendy (39%) or Creative (37%). About a third described the platform as Useful (32%) and Exciting (31%). One reason teens like to use Instagram is that it fosters relationships with their friends and community at large. According to the study, more than half (56%) of Instagram users surveyed said that “the platform makes them feel more connected to the people they know” (Roesler , 2022) . Similarly, 52 percent said that being on Instagram gave them a sense of community. Brands can tap into that sentiment by posting images that humanize their brand and showcase their roots to the community (Roesler, 2022). The researcher believes that

instagram usage has boomed in Egypt in young adults as it is becoming the main platforms to show the freelancer projects and handmade ones. Hence, instagram is becoming the main platform for young ones to show and sell any local products they are good at doing and designing. The researcher found lots of pages in the instagram for products done by youth such as, sweatshirts, sweat pants, beach wear, handmade soaps, bracelets and scarves. There are tons of pages by youth on instagram selling such products and many more variety of other products too.

2.2.3 Tiktok usage

Tiktok is a recent social media platform for creating, sharing, and discovering short timed music videos, something like karaoke for the digital age (Kostova, 2021). What is new about this app that it is used mostly by relatively young people to express themselves in a short timed video through singing, dancing, comedy, and lip-syncing (Kostova, 2021). Hence, Tiktok has established itself as one of the top online platforms for U.S. teens, while the share of teens that use Facebook has fallen sharply and rapidly. Hence, some 67% of teens say they ever use Tiktok (Kostova, 2021). Moreover, it was known before as Musical.ly, Tiktok has become one of the most successful mobile apps in the world (Kostova, 2021). As of today, the short video sharing platform has over 500 million active users worldwide. Young people crave micro-entertainment like making videos and challenges online (Kostova, 2021). This is one of the main reasons why the platform is so popular. It is an app mainly where the younger ones are logged to without the community of their parents and adults who know them(Kostova, 2021). Hence, it is a community mainly closed on the young ones without logging , engagement, or supervision of the adults. The young ones get inspired by famous people or friends to do challenges or dance and sing and record it on a video (Kostova, 2021). In conclusion, Tiktok is very entertaining and it is opening the doors for young people to discover their talent and get creative (Kostova, 2021).

2.2.4 Twitter

The researcher believes that Twitter is the main social media platform for news and politics. As per a study by the united nations, it was mentioned that anyone can join Twitter for free, open an account, and share and receive news through their account. On Twitter, any text -- known as a "tweet" which is a tweet of a bird who can fly freely quickly. The post can be shared, but it must contain 140 characters or less. This "tweet" can only be seen by people who "follow" a person and are able to read their updates. Subsequently, if a Twitter user would like to share what he or she has read,

Twitter provides the "retweet" or reshare feature, through which news can be shared worldwide in seconds. <https://www.un.org/en/chronicle/article/are-twittering-youth-agents-positive-change>

It was found that Twitter does give respondents the emotional support and companionship like other social media platform. Moreover, users get engaged in self-disclosure on Twitter where individuals share personal feeling, thoughts, along with inner thoughts and emotional states at the time of the event (Kasmani, 2021). The researcher believes that Twitter has a different nature than the previous platforms. This is because Twitter creates political communities where one belongs to. It shows the latest trend in the country too. Moreover, it shows the news and political opinions of international leaders about specific matter. Thus, it is clear that Twitter has a political base more than the other social media platforms that have social and visual base.

2.3 Objectives of using social media

However the social media's objective of connection can vary differently from one's user to another. The author believes that this huge variation in the usage of the social media and its value depends on many criteria's such as the age of the user, gender of the user, his/her education and amount of leisure time and activity in life. Thus one can say it all depends on the demographic and psychographic segmentation. Regarding the values, benefits and objectives needed through social media platforms, it can vary starting from just feeling bored in leisure time to finding a job with a good salary meeting ones' hopes and dreams. The author believes that the youth are using the social media platforms instagram and Facebook not only to pass some boring time, but also to gain knowledge even if this knowledge is related to fashion and arts. Thus, gaining knowledge through social media has nothing to do to be only a scientific one. One can gain knowledge on healthy eating habits, some psychological tips, some fashionable tips, some travelling tips and many more. In the same time, one can find scientific information related to his/her background joining groups of similar interests. Furthermore, one can obtain an opportunity for his/her dream job also through social media platforms and through the big variety of network. In a nut shell, the social media platforms can teach one some life hacks and tips and general information that is needed in daily life activities. The instagram is more into a visual social media platform with more photos and videos to be shared. The Tiktok is a recent social media platform used by youth to gain knowledge in music, arts, and general knowledge tips. The Tiktok is more into video sharing with the different types of various information mentioned above. Twitter is into more

local and international news, politics and political parties. And definitely the most known one is Facebook which is a more general platform with variety of interests such the media news, religions' groups, societal issues, jokes and memes.

2.4 Youth empowerment

Talking about the youth empowerment, one must first speak about the definition of youth and then the definition of empowerment. As per the United nations, the definition of youth is “youth is best understood as a period of transition from the dependence of childhood to adulthood’s independence” As for the united nations to be defining the terms in statistics and numbers, they defined ‘youth’, as those persons between the ages of 15 and 24 years

<https://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-definition.pdf>

So, it is crystal clear from the above definition that the word youth describes certain age and certain educational stages (if educational path is chosen) with no prejudice to certain gender.

As for the empowerment part, it is best defines as how one controls his/her life. It is the process that fosters and plants power in people to best use it in their lives, society and country. Thus, it is how one can control the paths of his life and naturally be accountable for the results then. It is clear that the term empowerment is mutli-disciplinary concept where it includes parts of psychology, sociology, economics and many ore aspects. One can say that the term empowerment is a relation between two entities as there is always the giver of the empowerment, versus the receiver of the empowerment. Speer, (P.W., & Hughey, J. 1995).

As per Wikipedia, youth empowerment is a process where children young people and adolescents are encouraged to take charge of their lives and their actions. They do this by pinpointing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values of life, and attitude ([shttps://en.wikipedia.org/wiki/Youth_empowerment](https://en.wikipedia.org/wiki/Youth_empowerment)). The goal of Youth empowerment in general is to improve quality of life and this can happen through various programmes in schools, universities and nonprofit organizations ([shttps://en.wikipedia.org/wiki/Youth_empowerment](https://en.wikipedia.org/wiki/Youth_empowerment)). The researcher believes that the youth empowerment is a way to enable the youth to have impact on their own lives and the lives of people around them too.

2.5 Types of youth empowerment

According to Morton & Montgomery(1970), they divided the types of empowerment into 6 types as follows: .

There are six types or dimensions of youth empowerment namely; psychological, community, organizational, economic, social and cultural.

First, Psychological empowerment enhances youth’s consciousness, and believing in himself/herself, improving self-confidence and it mainly evolves about believing in oneself with the ability to take actions and be responsible for the results. *Second, Community empowerment* focuses on enabling youth to realize problems of community around them, and being a part of solving these problems or helping others deal with these problems. *Third, Organizational empowerment* aims to teach the youth being advocate for the powerless and getting their rights. And , being able to unite to reach the organizational goals. *Fourth, Economic empowerment* teaches youth some entrepreneurial skills, financial inclusion and how to be responsible for their fiscal actions. This can be part of the financial inclusion of youth and teaching them the importance of saving and some minimalistic approaches. *Fifth, Social empowerment* teaches youth about social and how to accept others of any disability and helping them be part of the society. This can be part of the social inclusion. *Sixth, Cultural empowerment* aims to enable the youth to take actions in the norms, traditions and shared values in the society (Morton & Montgomery, 1970).

2.6 Benefits of youth empowerment

Since Youth empowerment is about giving young individuals equal opportunities and the courage to follow their passions. Thus, it is clear that there are some individual and societal benefits of the youth empowerment in any country. As for Olusola (2019), there are many benefits of the youth empowerment to any country . As for the young individuals, they will be more self-confident, having improved their academic and professional achievement. Another main point is the financial freedom. This means that the youth chooses their own jobs, which will definitely increase their self-esteem. On the other hand, the societal benefits rely in the society wellbeing from having effective and efficient young people who believe in themselves. Also, any society can benefit from the young creative ideas suggested by the young ones on the economic, cultural and social level in the society. And here again, it will add to the loyalty of these young people witnessing there ideas being

implemented in their own society. Moreover, the financial freedom will lead to increase in unemployment rates leading to more positive economic outcomes. Another societal benefit is the eradication of poverty. This will take place when young people are more educated and well trained and having their financial freedom, this will definitely lead to decrease in the poverty rate. So, the logical sequence of financial freedom, and high unemployment rate and decreasing the poverty level, this will definitely result in lessening the crime rate from having well educated young people who are feeling that they are effective and productive people in their society (Olusola ,2019).

2.7 Social media and youth empowerment

It is clear that now we are living in a global village in the 21st era where all youth of the world can access the same piece of information in the same time, of course depending on their local time. It is also clear that the social media can play an important role in youth empowerment. The researcher will tackle how the social media platforms help in accomplishing the goals of the different types of youth empowerment. First, regarding the **psychological type** of youth empowerment, now the youth can write their Facebook status where they can share their opinions with their network and they can receive likes, hearts and comments on their own status. Zhao, et. al (2008) have found that Facebook users create fake online identities that represent their “hoped/wished for” selves, rather than their “true and real ” or hidden selves. Thus, young Users accomplished this by projecting their socially desirable character traits like uniqueness, popularity, well-roundedness, and thoughtfulness.

In the instagram, one can post his/her opinion on a story where it appears for others and still receive likes or comments. As for tiktok, one can share a video where it appears for others and get likes and comments. This will satisfy the self-esteem of oneself being recognized by others. As per Maslow’s hierarchy of needs, self-esteem encompasses confidence, strength, and self-belief, personal and social acceptance from others. Yet, the author believes that the self-image about oneself shouldn’t ne got from number of likes. The author also believes that some youth may lack self-confidence due to low interaction with their status and profiles in social media networks.

As for the role of social media and **community empowerment** of youth, many awareness campaigns can be taken through the social media networks. For example In Egypt the youth can easily participate in any social awareness campaign like blood donation, clothes donation, helping the needy people, painting walls at orphanages and many more. Many other social awareness campaigns can be about the climate change issues. Others can teach the youth minimalistic approach where the youth learn

how to be responsible consumers. Also, there can be social awareness campaigns on some behaviors to be changed like harassment issues, politeness issues and many more. Actually many of these campaigns have taken part in the Egyptian society where the youth have taken part in and showed great success in them. Thus, the youth can feel effective in their own local communities in specific and society in general.

As for the social media and **organizational empowerment**, the researcher believes that Facebook has allowed lots of youth to defend the homeless and take them for medial checkup through certain activist's campaign on Facebook. The same thing happens in the women's rights groups where there are lots of girls defending the early marriage problems and many feminine problems. The researcher believes that now anyone in the organization who feels that he was oppressed or a girl who was harassed by anyone in the company can easily write on the Facebook or instagram or to do a video on Tiktok to raise awareness among youth and to get the right back again. Also, the researcher believes that the social media platforms help the peers to work together better and reach the organizational goal in an effective and efficient ways. Definitely being connected through social media platforms help good relations among peers which will be positively implemented in the work environment. Thus, the company can collect the employees on its platform through sharing common interests where all employees comment on. This may create loyalty to the company as being part of the small community, reaching the company's goals at the end.

As for the social media and **economic empowerment**, now there are lots of the groups on Facebook offering job opportunities for the youth. Also, many campaigns on the Facebook are promoting the notion of saving money and minimalism. Lately, there is a national campaign by the government that encourages the youth to open bank accounts with no minimum deposit requirements. This step was to make it easy for the youth to open bank accounts and start saving money. Also, the Facebook allows people to create pages and sell their products or in the market place. The same thing applies to instagram. Thus, the youth can be young entrepreneurs through the social media platforms. The researcher believes that the social media platforms help the youth to be freelancers by offering the expertise they excel at. Moreover the researcher believes that the social media platforms help the youth to understand more topics about the economy, such as the dollar price against the Egyptian pound price. This was totally absent in the regular media channels. The researcher also believes that the social network helps the unemployed find better jobs in a faster way. Thus the social media platforms act as a fast link between employers and the unemployed.

As for the social media and **social empowerment**, now many disabled young people are becoming famous through Facebook. Nowadays, there are very successful disabled young people who are known as chiefs, sports champions and many more. This is all is pinpointed and made clear through the Facebook. So, the social inclusion shows the youth that anyone can be successful no matter the type of disability one has. Another aspect here, the researcher believes that Facebook, instagram and tiktok helped some youth to gain more self-confidence through have big network of friends and fans. Now everyone who has certain talents can form his page or blog and shoe this talent to strangers, then he can be followed or liked by thousands and millions of people. So, this is will help in believing in oneself. Regarding Twitter, there lots of activists asking for the human rights of the physical disabled ones.

As for the social media and **cultural empowerment** now days, there are many laws and traditions that are being changed due to the pressure of youth on social media networks. Nowadays, the women are getting more of their rights due to gender equality that are being called for at Facebook, instagram, Tiktok and Twitter . Although, we are in a masculine society, yet the pressure of the young people supporting the women to succeed, had led the women to be in prominent positions in the country. Even some taboo topics are discussed now on Facebook where the stereotypes of these topics are being changed due to the pressure of the youth. For example, the huge buzz on the men hitting the women where one now can be imprisoned if proven to have taken such an action. Another aspect is that the social media platforms such as Facebook and instagram can show the youth some hidden cultural touristic factors in their county. Such social media platforms can help the youth be more aware of their heritage through the touristic pages on Facebook and instagram. A Typical example is the group of traveller experience on Facebook where its how's cheap trips in Egypt with new places. Also, the campaign of this is Egypt that was shared on Facebook , instagram, Tiktok and twitter had helped a lot in identifying some touristic places and hidden gems in Egypt.

So form the above examples, one can see the huge impact of social media on youth empowerment in Egypt.

3. Theoretical framework

This research is tackling the Uses and Gratification theory and persuasion approach.

3.1- Uses and Gratification Theory (UGT):

Uses and gratifications theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their own personal media consumption. (Cynthia Vinney 2019)

In examining the association between various components of U&G theory, these research studies revealed support for the applicability of theory in the explanation of internet users' participation and their reasons behind that, on social media and related platforms (Kang et al., 2014). User's gratifications generally consist of information searching, social enhancement and entertainment. Understanding how such needs and gratifications affect the youth participation on social media. (Shampy Kamboj , 2019)

Social Media Platforms users often intend to meet certain personal and social needs such as information seeking, social interaction, freedom of expression, enjoyment and entertainment , social presence, self-expression and belongingness and social identity (Cheung and Lee, 2010; Cao et al., 2013; Al-Jabri et al., 2015). Cheung et al. (2011) applied UGT to examine the motivations for using Facebook by students and found that social factors had the most significant impact on the intention to use.

3.2- Persuasion Approach:

persuasion, the process by which a person's attitudes or behavior are, without duress, influenced by communications from other people. One's attitudes and behavior are also affected by other factors (for example, verbal threats, physical coercion, one's physiological states). Not all communication is intended to be persuasive; other purposes include informing or entertaining. Persuasion often involves manipulating people, and for this reason many find the exercise distasteful. Others might argue that, without some degree of social control and mutual accommodation such as that obtained through persuasion, the human community becomes disordered. In this way, persuasion gains moral acceptability when the alternatives are considered (Smith, 2020).

The process of persuasion can be analyzed in a preliminary way by distinguishing communication (as the cause or stimulus) from the associated changes in attitudes (as the effect or response) (Smith, 2020).

4- Methodology of the study

This research was tested by having self-administered survey electronically. This is due to the widespread of the electronic communication. The information is based on the respondent's perceptions and doesn't try to independently verify the accuracy of these perceptions

Questions asked the respondents to reply in the form of multiple choice questions. Through a carefully constructed survey, the research tackles a question of the perception that impact the Social media platforms on the youth empowerment in Egypt. This survey is limited only to test the effects of 4 types of social media such as Facebook , instagram, and Tiktok.

Through these exploratory questions and answers, the study attempts to interpret the responses and use them to analyze the research mentioned hypothesis.

A tool for data gathering was using the structured survey questions using Likert Scales. The Likert scales were used to differentiate and identify the different levels of agreement on the researched topics. The answers were grouped where they begin with Strongly agree, , Aisagree, neutral, disagree and ending in strongly disagree.

The online survey was conducted through Google form. Prior surveys were focused on who uses electronic communication and how often. Yet, what is different of social media platforms on the youth empowerment in Egypt.

Finally, the paper was statically analyzed using SPSS.

4.1 Problem Statement

The goal of this study is to effectively show the impact of the social media platforms or social media platforms; Facebook, Instagram, Tiktok and Twitter on youth empowerment. This research tries to explore, analyze and discover the effects of social media platforms on the youth empowerment in the Egyptian society, by trying to answer the main research question which is; Are the social media platforms a tool of empowering the youth in the Egyptian society. So, this research will try to shed the light on such youth empowerment in the Egyptian society

4.2 Research questions

1. How can social media platforms help the youth in psychological empowerment?
2. How can social media platforms help the youth in community empowerment?
3. How can social media platforms help the youth in organizational empowerment?
4. How can social media platforms help the youth in economic empowerment?
5. How can social media platforms help the youth in social empowerment?
6. How can social media platforms help the youth in culture empowerment?

4.3 Research Hypothesis

H1: The social media platforms help the youth in psychological empowerment positively.

H2: The social media platforms help the youth in community empowerment positively

H3: The social media platforms help the youth in organizational empowerment positively

H4: The social media platforms help the youth in economic empowerment positively

H5: The social media platforms help the youth in social empowerment positively

H6: The social media platforms help the youth in culture empowerment positively

4.5 . Research Variables

| Variable of youth empowerment | Survey questions |
|-------------------------------|---|
| Psychology | <ol style="list-style-type: none"> 1. social media platforms helps better self-esteem for oneself and helps one to be more recognized by others. 2. Social networks sites may lead to more in securities and thinking bad of oneself. |
| Community involvement | <ol style="list-style-type: none"> 3. social media platforms Helps to inform and empower individuals to change them in an undesired behavior. 4. social media platforms Helps the youth to donate in charity donations' campaigns. 5. 4. social media platforms Helps the youth to |

| | |
|----------------------------|---|
| | <p>understand societal issues such as reducing consumption and climate change issues.</p> |
| Organizational empowerment | <p>6. social media platforms Helps the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general.</p> <p>7. social media platforms help the youth to get better supportive relationships with their peers (in schools, universities or at work)</p> <p>8. social media platforms help the youth to have better goal achievement for their organization (school, university, or work)</p> |
| Economic empowerment: | <p>9. social media platforms Helps the youth to be better educated about economy such as dollar price against the Egyptian pound.</p> <p>10. social media platforms Helps the youth to open youth account banks, miza cards, or electronic financial wallets that are advertised for at the social media networks.</p> <p>11. social media platforms Helps the youth to be entrepreneurs/freelancers by selling products/expertise they excel at.</p> |

| | |
|------------------------|--|
| | <p>12. social media platforms are great for professionals to connect and find business opportunities.</p> <p>13. social media platforms helps Employers find candidates and unemployed find work faster.</p> |
| Social empowerment | <p>14. social media platforms Helps the youth to accept others who are physically disabled or suffer from any types of disability.</p> <p>15. social media platforms Helps the youth share their talents to others and get more fans and followers affecting their self-image about themselves positively</p> |
| Cultural empowerment | <p>16. social media platforms Helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure.</p> <p>17. social media platforms helps the youth to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.</p> |
| Social Media Platforms | <p>18. social media platforms help the individual to get general information in life.</p> <p>19. social media platforms help the</p> |

| | |
|--|---|
| | <p>individuals to learn daily life hacks or tricks.</p> <p>20. social media platforms help the individual to know about the news fast.</p> <p>21. social media platforms help the individuals to show a fake life rather than the real one.</p> |
|--|---|

5. Ethical considerations

The online survey was conducted in this way to save financial cost and time of both the researchers and the respondents. The assumptions are that the participants are already logged to the internet and won't pay extra fees to reply to the survey. While the survey questions were considered tackling an important in the Egyptian society, the respondents must have felt comfortable while answering them and sure that they are anonymous and that the results are kept confidential. A benefit of the web based survey is that the respondents are willing to answer the questions honestly especially when it comes to private issues, than when completing the survey in person.

6. Quota Sample

The goal of this research is to survey as many people as are willing to participate. This resulted in a convenience or available sample. An electronic survey was used to decrease the cost and be more convenient for people who encourage them to participate. The survey is offered to males and females ages starting 15 to 24 years old on Facebook, WhatsApp, and email. This is the primary segment of the survey. However, the age is extended till above 39 years old as to include the segment of the parents or adult relatives for the young people. They were told that the surveys will not take more than 10 minutes to answer. There was no personal connection to the survey, so anyone can reply. Therefore, anyone can answer the survey. This resulted in a snowball sampling. Since, the survey was anonymously constructed, and results were kept confidentially, this may result in encouraging the people to answer the survey. The sample was mainly those who know how to read English, have social media platforms.

7. Analysis and Hypotheses Testing

Analysis and Hypotheses Testing

Demographics of quota sample Units

The data was collected from people who are used social media platforms.

Table (1): Characteristic of quota sample Units

| Characteristics | Frequency | Percentage | Total | |
|---|-----------|------------|-------|--|
| 1. Gender | | | | |
| • Male | 26 | 23.0 | 113 | |
| • Female | 87 | 77.0 | | |
| 2.Age | | | | |
| • 15-19 years | 19 | 16.8 | 113 | |
| • 20-24 years | 18 | 15.9 | | |
| • 25-29 years | 17 | 15.0 | | |
| • 30-34 years | 13 | 11.5 | | |
| • 35-39 years | 18 | 15.9 | | |
| • More than 39 years | 28 | 24.8 | | |
| 3.Incom level | | | | |
| • Less than 2000 LE | 17 | 15.0 | 113 | |
| • 2001 to 4000 LE | 12 | 10.6 | | |
| • 4001 to 6000 LE | 10 | 8.8 | | |
| • 6001 to 10000 LE | 14 | 12.4 | | |
| • 10001 to 14000 LE | 6 | 5.3 | | |
| • 14001 to 18000 LE | 4 | 3.5 | | |
| • 18001 to 22000 LE | 9 | 8 | | |
| • 22001 to 26000 LE | 9 | 8 | | |
| • 26001 to 30000 LE | 12 | 10.6 | | |
| • More than 30001 LE | 20 | 17.7 | | |
| 4. The most Social network site you log to | | | | |

| | | | |
|--|-------------------------------|-------------------------------------|------------|
| <ul style="list-style-type: none"> • Facebook • Insatgram • Tiktok • Twitter | <p>55 36 17 5</p> | <p>48.7 31.9 15 4.4</p> | <p>113</p> |
|--|-------------------------------|-------------------------------------|------------|

| Characteristics | Frequency | Percentage | Total |
|--|--------------------------------|---------------------------------------|------------|
| <p>5. Check your time spent on Social media platforms</p> <ul style="list-style-type: none"> • Under 1 hour per day • Under 2 hours per day • 2- 3 hours per day • More than 3 hours per day | <p>10 24 48 28</p> | <p>9.1 21.8 43.6 25.5</p> | <p>113</p> |
| <p>5. Check the comment that best describes your activity time on the social media platforms</p> <ul style="list-style-type: none"> • Check early morning as soon as I wake up • Check before sleeping, in bed • Check randomly at any time of the day • Don't bother checking daily | <p>71 62 57 4</p> | <p>62.8 54.9 50.4 3.5</p> | <p>113</p> |

Table (1) displays the demographics of the quota sample of 113 respondents, who are used social media platforms. The percentage of males was 23 % and the percentage of females was 77%.

Additionally, the table shows that the majority of the respondents have an age more than 39 years old. The table also shows that the majority of respondents with the percentage of 48.7% go for use the Facebook over the other social media platforms.

Moreover, about 44% of the respondents spend around 2-3 hours on the social media platforms and about 63% check the social media platforms in the early morning. Finally, the majority of the respondents have an income level around 30,000EGP.

Testing Hypothesis:

- Testing the independent variable social media platforms

18. social media platforms help the individual to get general information in life.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 2 | 1.8 | 1.8 | 1.8 |
| Neutral | 3 | 2.7 | 2.7 | 4.4 |
| Agree | 73 | 64.6 | 64.6 | 69.0 |
| Strongly Agree | 35 | 31.0 | 31.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

18. social media platforms help the individual to get general information in life.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 2 | 1.8 | 1.8 | 1.8 |
| Neutral | 3 | 2.7 | 2.7 | 4.4 |
| Agree | 73 | 64.6 | 64.6 | 69.0 |
| Strongly Agree | 35 | 31.0 | 31.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

19. social media platforms help the individuals to learn daily life hacks or tricks.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid Neutral | 5 | 4.4 | 4.4 | 4.4 |
| Agree | 75 | 66.4 | 66.4 | 70.8 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Strongly Agree | 33 | 29.2 | 29.2 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

20. social media platforms help the individual to know about the news fast.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Neutral | 1 | .9 | .9 | .9 |
| Agree | 64 | 56.6 | 56.6 | 57.5 |
| Strongly Agree | 48 | 42.5 | 42.5 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

21. social media platforms help the individuals to show a fake life rather than the real one.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 3 | 2.7 | 2.7 | 2.7 |
| Neutral | 4 | 3.5 | 3.5 | 6.2 |
| Agree | 57 | 50.4 | 50.4 | 56.6 |
| Strongly Agree | 49 | 43.4 | 43.4 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the individual to get general information in life, to learn daily life hacks or tricks, to know about the news fast and to show a fake life rather than the real one.

Reliability Analysis:

Reliability analysis is very important of selecting a questionnaire instrument. Reliability refers to the degree of consistency or stability in study results if it is conducted for the same respondents several times. In order to evaluate the reliability of the questionnaire instrument, Cronbac’s alpha values will be calculated for each dimension.

Cronbac’s alpha is the most common estimate of reliability. It is based on the inter-correlations of the observed indicator variables. The Cronbac’s alpha results in between 0 and 1. Its acceptable range is between 0.6 and 1.

Reliability of statements measuring the social media platforms

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .683 | 5 |

The Cronbach’s alpha is (0.683) which is greater than 0.6, this proves that there is a high consistency between the statements and each statement is supporting the other.

Testing the dependent variable Psychology

1. social media platforms helps better self-esteem for oneself and helps one to be more recognized by others.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 7 | 6.2 | 6.2 | 6.2 |
| Disagree | 9 | 8.0 | 8.0 | 14.2 |
| Neutral | 13 | 11.5 | 11.5 | 25.7 |
| Agree | 59 | 52.2 | 52.2 | 77.9 |
| Strongly Agree | 25 | 22.1 | 22.1 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

2. Social networks sites may lead to more in securities and thinking bad of oneself.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 1 | .9 | .9 | .9 |
| Neutral | 7 | 6.2 | 6.2 | 7.1 |
| Agree | 75 | 66.4 | 66.4 | 73.5 |
| Strongly Agree | 30 | 26.5 | 26.5 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to above tables, the results reflect that the majority of the respondents are strongly agree with the mentioned statements. Therefore, social media platforms helps better self-esteem for oneself and helps one to be more recognized by others sites and may lead to more in securities and thinking bad of oneself. So, it has a higher effect on the people psychologically.

Reliability of statements measuring the Psychology variable

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .612 | 2 |

(Hint: Cronbach's Alpha greater than 0.6 means that the statements are reliable)

The reliability test has the value of 0.612 which prove that the set of the statements that measure Psychology variable are reliable; and that there is a high level of reliability and consistency between the statements.

Spearman's rank correlation coefficient:

It tests the frequency and orientation of a monotonous relationship; it would have been impractical for researchers to draw a straight line across the dots of each scatter plot to suggest a linear connection. The correlation coefficient is used to calculate the intensity and direction of the linear relationship between the two variables. Spearman's rank correlation coefficient, as for all correlation coefficients, is measured on a scale with no units with values ranging from -1 through 0 to +1

H1: The social media platforms help the youth in psychological empowerment positively.

Correlations

| | | | social media platforms | Psychology |
|----------------|------------------------|-------------------------|------------------------|------------|
| Spearman's rho | social media platforms | Correlation Coefficient | 1.000 | .261** |
| | | Sig. (2-tailed) | . | .005 |
| | | N | 113 | 113 |
| | Psychology | Correlation Coefficient | .261** | 1.000 |
| | | Sig. (2-tailed) | .005 | . |
| | | N | 113 | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

(**Hint:** Relationship at P-value less than 0.05)

Testing the dependent variable Community involvement

3. social media platforms helps to inform and empower individuals to change in an undesired behavior.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | .9 | .9 | .9 |
| Disagree | 9 | 8.0 | 8.0 | 8.8 |
| Neutral | 12 | 10.6 | 10.6 | 19.5 |
| Agree | 67 | 59.3 | 59.3 | 78.8 |
| Strongly Agree | 24 | 21.2 | 21.2 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

4. social media platforms helps the youth to donate in charity donations' c

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | .9 | .9 | .9 |
| Disagree | 6 | 5.3 | 5.3 | 6.2 |
| Neutral | 16 | 14.2 | 14.2 | 20.4 |
| Agree | 69 | 61.1 | 61.1 | 81.4 |
| Strongly Agree | 21 | 18.6 | 18.6 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

5. social media platforms helps the youth to understand societal issues reducing consumption and climate change issues.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 2 | 1.8 | 1.8 | 1.8 |
| Disagree | 6 | 5.3 | 5.3 | 7.1 |
| Neutral | 9 | 8.0 | 8.0 | 15.0 |
| Agree | 73 | 64.6 | 64.6 | 79.6 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Strongly Agree | 23 | 20.4 | 20.4 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to above tables, the results reflect that the majority of the respondents agree with the mentioned statements. Therefore, social media platforms helps to inform and empower individuals, to change them in an undesired behavior, to charity donations' campaigns and to understand societal issues such as reducing carbon and climate change issues. So, it has a higher effect on the youth Community involvement.

Reliability of statements measuring the Community involvement

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .743 | 3 |

The Cronbach's alpha is (0.913) which is greater than 0.6, this proves that there is consistency between the statements and each statement is supporting the other.

H2: The social network sites help the youth in community empowerment pos**Correlations**

| | | | Social Network | Community in |
|----------------|-----------------------|-------------------------|----------------|--------------|
| Spearman's rho | Social Network Sites | Correlation Coefficient | 1.000 | .271** |
| | | Sig. (2-tailed) | .004 | .004 |
| | | N | 113 | 113 |
| | Community involvement | Correlation Coefficient | .271** | 1.000 |
| | | Sig. (2-tailed) | .004 | .004 |
| | | N | 113 | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

According to the P-value it is found that there is a moderate positive relationship between social media platforms and psychology as the p-value equals (0.005).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and community involvement as the p-value equals (0.004).

Testing the dependent variable Organizational empowerment

6. social media platforms helps the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | .9 | .9 | .9 |
| Disagree | 2 | 1.8 | 1.8 | 2.7 |
| Neutral | 6 | 5.3 | 5.3 | 8.0 |
| Agree | 78 | 69.0 | 69.0 | 77.0 |
| Strongly Agree | 26 | 23.0 | 23.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

7. social media platforms help the youth to get better supportive relationships with their peers (in schools, universities or at work)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 3 | 2.7 | 2.7 | 2.7 |
| Disagree | 9 | 8.0 | 8.0 | 10.6 |
| Neutral | 13 | 11.5 | 11.5 | 22.1 |
| Agree | 68 | 60.2 | 60.2 | 82.3 |
| Strongly Agree | 20 | 17.7 | 17.7 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

8. social media platforms help the youth to have better goal achievement for their organization (school, university, or work)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 13 | 11.5 | 11.5 | 11.5 |
| Disagree | 18 | 15.9 | 15.9 | 27.4 |
| Neutral | 32 | 28.3 | 28.3 | 55.8 |
| Agree | 50 | 44.2 | 44.2 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the strongly disagree level of agreement. Which means that the social media platforms help the youth to defend the powerless such as homeless people, feminine issues, and oppressed people in general, to get better supportive relationships with their peers (in schools, universities or at work) and to have better goal achievement for their organization (school, university, or work).

Reliability of statements measuring the organizational empowerment

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .696 | 3 |

The reliability test has the value of 0.696 which prove that the set of the statements that measure organizational empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements.

H3: The social media platforms help the youth in organizational empowerment positively

Correlations

| | | | social media platforms | Organizational empowerment |
|----------------|------------------------|-------------------------|------------------------|----------------------------|
| Spearman's rho | social media platforms | Correlation Coefficient | 1.000 | .265 ** |
| | | Sig. (2-tailed) | . | .005 |

| | | | |
|----------------------------|-------------------------|--------|-------|
| | N | 113 | 113 |
| Organizational empowerment | Correlation Coefficient | .265** | 1.000 |
| | Sig. (2-tailed) | .005 | . |
| | N | 113 | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and organizational empowerment the p-value equals (0.005).

Testing the dependent variable Economic empowerment:

9. social media platforms helps the youth to be better educated about economy such as dollar price against the Egyptian pound

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 11 | 9.7 | 9.7 | 9.7 |
| Neutral | 11 | 9.7 | 9.7 | 19.5 |
| Agree | 62 | 54.9 | 54.9 | 74.3 |
| Strongly Agree | 29 | 25.7 | 25.7 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

10. social media platforms helps the youth to open youth account banks, meeza cards, or electronic financial wallets that are advertised for at the social media networks.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 10 | 8.8 | 8.8 | 8.8 |
| Neutral | 14 | 12.4 | 12.4 | 21.2 |
| Agree | 72 | 63.7 | 63.7 | 85.0 |
| Strongly Agree | 17 | 15.0 | 15.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

11. social media platforms helps the youth to be entrepreneurs/freelancers by selling products/expertise they excel at.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 3 | 2.7 | 2.7 | 2.7 |
| Neutral | 2 | 1.8 | 1.8 | 4.4 |
| Agree | 74 | 65.5 | 65.5 | 69.9 |
| Strongly Agree | 34 | 30.1 | 30.1 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

12. social media platforms are great for professionals to connect and find business opportunities.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 2 | 1.8 | 1.8 | 1.8 |
| Neutral | 5 | 4.4 | 4.4 | 6.2 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Agree | 77 | 68.1 | 68.1 | 74.3 |
| Strongly Agree | 29 | 25.7 | 25.7 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

13. social media platforms helps Employers find candidates and unemployed find work faster.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 1 | .9 | .9 | .9 |
| Neutral | 13 | 11.5 | 11.5 | 12.4 |
| Agree | 74 | 65.5 | 65.5 | 77.9 |
| Strongly Agree | 25 | 22.1 | 22.1 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the youth to be better educated about economy such as dollar price against the Egyptian pound, to open youth account banks, meeza cards, or electronic financial wallets that are advertised for at the social media networks, to be entrepreneurs/freelancers by selling products/expertise they excel at are great for professionals to connect and find business opportunities and helps Employers find candidates and unemployed find work faster

Reliability of statements measuring the Economic empowerment

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .722 | 5 |

The reliability test has the value of 0.696 which prove that the set of the statements that measure Economic empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements.

H4: The social media platforms help the youth in economic empowerment positively

Correlations

| | | | |
|-----------------------|------------------------|-------------------------|-----------------------|
| | | social media platforms | Economic empowerment: |
| Spearman's rho | social media platforms | Correlation Coefficient | 1.000 |
| | | Sig. (2-tailed) | .348** |
| | | N | .000 |
| | | 113 | 113 |
| Economic empowerment: | | Correlation Coefficient | .348** |
| | | Sig. (2-tailed) | 1.000 |
| | | N | .000 |
| | | 113 | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and economic empowerment as the p-value equals (0.005).

Testing the dependent variable social empowerment

14. social media platforms helps the youth to accept others who are physically disabled or suffer from any types of disability

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | .9 | .9 | .9 |
| Disagree | 6 | 5.3 | 5.3 | 6.2 |
| Neutral | 9 | 8.0 | 8.0 | 14.2 |
| Agree | 70 | 61.9 | 61.9 | 76.1 |
| Strongly Agree | 27 | 23.9 | 23.9 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

15. social media platforms helps the youth share their talents to others and get more fans and followers affecting their self-image about themselves positively.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 3 | 2.7 | 2.7 | 2.7 |
| Neutral | 3 | 2.7 | 2.7 | 5.3 |
| Agree | 70 | 61.9 | 61.9 | 67.3 |
| Strongly Agree | 37 | 32.7 | 32.7 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to the above tables, in the statements above. It is clear that the highest percentage goes to the strongly agree level of agreement in all statements while the lowest percentage goes to the disagree level of agreement. Which means that the social media platforms help the youth to accept others who are physically disabled or suffer from any types of disability and share their talents to others and get more fans and followers affecting their self-image about themselves positively.

Reliability of statements measuring the social empowerment

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .554 | 2 |

The reliability test has the value of 0.554 which is approximately 0.6. Thus, it is proved that the set of the statements that measure social empowerment variable are reliable; and that there is a high level of reliability and consistency between the statements. Also, it is preferable to increase the statements measuring this variable to improve its level of consistency and reliability.

H5: The social media platforms help the youth in social empowerment positively

Correlations

| | social media platforms | Social empowerment |
|------------------------|-------------------------|--------------------|
| Spearman's rho | | |
| social media platforms | Correlation Coefficient | .521** |
| | Sig. (2-tailed) | .000 |
| | N | 113 |
| Social empowerment | Correlation Coefficient | 1.000 |
| | Sig. (2-tailed) | .000 |
| | N | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

(Hint: Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and social empowerment the p-value equals (0.00).

Testing the dependent variable Cultural empowerment

16. social media platforms Helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Disagree | 7 | 6.2 | 6.2 | 6.2 |
| Neutral | 11 | 9.7 | 9.7 | 15.9 |
| Agree | 70 | 61.9 | 61.9 | 77.9 |
| Strongly Agree | 25 | 22.1 | 22.1 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

17. social media platforms helps the youth to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 1 | .9 | .9 | .9 |
| Disagree | 12 | 10.6 | 10.6 | 11.5 |
| Neutral | 8 | 7.1 | 7.1 | 18.6 |
| Agree | 67 | 59.3 | 59.3 | 77.9 |
| Strongly Agree | 25 | 22.1 | 22.1 | 100.0 |
| Total | 113 | 100.0 | 100.0 | |

According to above tables, the results reflect that the majority of the respondents are strongly agree with the mentioned statements. Therefore, social media platforms helps the youth comment on the traditions they don't like and some traditions and laws are really changed due to social media pressure and to better understand their culture, traditions, visit cultural heritage places that they have just known through social media platforms.

Reliability of statements measuring the Cultural empowerment

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .582 | 2 |

The reliability test has the value of 0.582 which is approximately 0.6. Thus, it is proved that the set of the statements that measure cultural empowerment variable are reliable; and that there is a high level of reliability and consistency between the

statements. Also, it is preferable to increase the statements measuring this variable to improve its level of consistency and reliability.

H6: The social media platforms help the youth in culture empowerment positively

Correlations

| | | social media platforms | Cultural empowerment |
|----------------------|-------------------------|------------------------|----------------------|
| Spearman's rho | social media platforms | 1.000 | .281** |
| | Correlation Coefficient | | |
| | Sig. (2-tailed) | . | .003 |
| | N | 113 | 113 |
| Cultural empowerment | Cultural empowerment | .281** | 1.000 |
| | Correlation Coefficient | | |
| | Sig. (2-tailed) | .003 | . |
| | N | 113 | 113 |

** . Correlation is significant at the 0.01 level (2-tailed).

(**Hint:** Relationship at P-value less than 0.05)

According to the P-value it is found that there is a moderate positive relationship between social media platforms and cultural empowerment as the p-value equals (0.003).

8. Research Discussion

The researcher believe that the country can make the best of the youth empowerment decision through campaigns on social media platforms that best use the age of the youth. It was clear that the youth use more instagram and Tiktok, so it better that the government uses these media channels to best reach the audience and to be more effective in its goals.

The survey began by testing the six dependent variables of the youth empowerment which are; psychologically, economically, socially, culturally, societal and organizational empowerment. First the **psychological** part, respondents agreed that the social media platforms help them be more recognized and thus this will increase their self-esteem. However, the same respondents agreed that the social media platforms can lead to more insecurity. The researcher believes that this is due to the comparisons that the people may do against each other. In addition, the fake life that people intend to show on social media platforms can lead to more insecurity too. So, the only solution is that one must have self confidence and stop comparing himself to any other one but only to himself yesterday. Governmental campaigns on social media (instagram and Tiktok) to boost self confidence and talk about mental health and how to avoid the self comparison. In this way, the SDG3 will be achieved which is called Good Health and Well Being.

Talking about the **community involvement** part of empowerment, it was crystal clear that the respondents were affected by social media platforms in charitable campaigns, climate change issues, reducing consumption. So, the researcher believes that the country can use social media platforms for societal campaigns to satisfy the SDGs of Egypt's 2030 plan. This can be done through encouraging the individuals to join campaigns about sustainable consumption to satisfy SDG12 which is Responsible Consumption and Production. Other campaigns can be for blood donation, clothes donation, reading for the non-educated ones and many more. Also, campaigns may range to sustain the environment and species under water by reducing marine pollution and over fishing to satisfy SDG14 which is Life Below water. It can also help to engage in suiting life above land by decreasing pollution and combating desertification, satisfying SDG15 which is Life on Land. Moreover, the government can have national campaigns to promote platforms on social media for physical and mental health among the members. Actually the physical health campaigns are already done such as the breast cancer campaigns for women in month of October and the other campaign 100 million health of Egyptians. The author is recommending

mental health campaign to be in May as it is the international month for mental health. In this way, the SDG3 will be achieved which is called Good Health and Well Being.

Talking about the third youth empowerment type, which is the **organizational** one. It was clear that respondents agreed that social media platforms help them to defend the needy and oppressed ones, and help them to be close to their peers leading to better goal achievement for the organization. The researcher is suggesting that the organizations can post on social media platforms or social media platforms hints and tips of dealing with work pressure, and having balanced life. They can also, write about social arising issues and how to help the employees to act with them. Through the comments of employees, they will all become closer which will definitely lead to better goals achievement of the company at the end. This can be done through their social media platforms pages; this will create more loyalty and engagement of employees to their companies/entities. This can be not only applied in companies but also in schools and universities where students can have more loyalty to their educational institutes too. The researcher believes that schools and universities can share some tips to deal with stress during exam times. Definitely, this will help the students to better deal and react in such critical time and reaching better goals in their success in the education ladder. If this is done, the SDG3 will be met which is called Good Health and Well Being.

Talking about the effect of the social media platforms on the **economic** youth empowerment, it was clear that there is huge agreement that social media platforms helps the youth to better economically educated in general and about what is going in the country from devaluation and inflation rate issues. This survey was distributed just one week after the second devaluation of the Egyptian pound against the dollar and it seems it helped lots of youth to know about it. Also, the respondents agreed that the social media platforms helps them to open new bank accounts, meeza cards and open financial wallets. The researcher believes that this is important in the financial inclusion point where the young people become more economically literate and learn the basics of economy and saving money at a young age.

The researcher believes that the country can use such platforms especially Instagram and Tiktok to educate even the younger ones than 15 years old of the different ways and benefits of savings. The researcher believe that having better economically educated young people will lead to less consumption which will financially lead to the achievement the SDGs and Egypt's plan of 2030. This will

lead to the achievement of SDG8 which is called Decent Work and Economic Growth. In the same economic point of youth economic empowerment, it was agreed that social media platforms encourage the youth to become young entrepreneurs or freelancers. It is very common nowadays to find young students offering companies to design the logos, or to manage their social media accounts. The researcher has students who offer translations for some business writings. This couldn't be achieved without having the social media platforms which get the supply and demand of jobs offered to virtually meet together in one place. Talking about employability through social media platforms, it was clear that there was huge agreement about the social media platforms connect the candidates with employers faster.

The researcher totally agrees in this point. As the researcher has an employment group on Facebook that was originally done to help her students gets employed. This group reached now 42,000 members from candidates who are looking for jobs and employers who offer jobs in the marketing and advertising field. The engagement rate of this group is 8000 posts and comments and likes per month. It helped to increase employability for the researcher's students either in job opportunities, or for getting an internship. The group is called “Egy marketers and Advertisers” on Facebook. So, this a true example of youth empowerment through the use of Facebook.

Talking about the effect of the social media platforms on the **social** youth empowerment, entrepreneurship, leadership and talents, the respondents agreed that social media platforms help one to show their talents which will then help them to increase their self-confidence. And this will also lead to economic empowerment through getting paid for this talent. This is like, singing, acting, drawing, playing a musical instrument, cooking certain dishes. Talking about another aspect in social inclusion, such as inclusive education and socio-economic integration this can be done through the social media platforms asking for volunteering help for educating the less fortunate ones. This will satisfy SDG4 which is called Quality Education.

The researcher believes that this is very good in the social inclusion aspect where every one of the society is included the disability he/she has whether it is physical disability or mental disability. The country can do campaigns to ask the youth to volunteer to help the needy and disabled people like by reading books for the blind people. Actually there are some apps in Egypt that has this purpose to let people help the blind read in their Braille language. And to help those who

have physical disability in the institutions of work, schools and universities. This will help to reach SDG16 which is called Peace, Justice and Strong Institution.

Talking about the effects of social media platforms and youth **cultural** empowerment, it was agreed that that social media platforms help the youth to better understand and engage in their culture. This can be done by showing the unknown museums, cultural streets, local neighborhoods and local food through videos on social media platforms. The researcher believes that some groups of Facebook such traveller experience do this job greatly, where it shows the places in Egypt. Also, the videos on Tiktok and instagram play the same role by enriching the youth's knowledge for some historical places in the county and for traditional food of different governorates. Also, the social media platforms can help to put laws to cancel some traditional and some old outdated laws. This was clear through the divorcee laws that were changed due to the social media pressure. Also, some laws regarding sexual harassment were established in Egypt due to the social media pressure. If this is done, this will lead to the achievement of SDG11 which is called Sustainable Cities and communities. It has the point of 11.4 taking about sustaining culture and heritage.

Taking about the independent variable the social media platforms, it was totally agreed that social media platforms help the people to get general information about life. The researcher believes that social media platforms help one to get educated in economics, psychology, politics, religions, and many more sciences too. It was also agreed that social media platforms help one to know the daily hacks and tricks in daily life activities. The researcher has seen hundreds of videos on dealing with difficult situations in the kitchen and in home in general. Also, there are tons of videos of relieving pain, other videos are cooking ones, and others are helping the newly mums to deal with their babies. Thus there are huge varieties and arrays of different aspects of general life videos. And definitely it goes without saying that social media platforms help the news to go viral more than the usual regular media tools.

Shifting to the negative aspects of social media platforms, there was a huge agreement that social media platforms help people to fake life and show unreal life status. This helps the people to escape the reality and live in the life they wish to live. The point is that this fake life may put pressures on others, allowing them to wish living it, which will add to their insecurities. Nonetheless, the researcher believes that not all people are faking life on social media, people like to show the positive side of life only on social media platforms, which is normal not

showing the negative aspect of life, or pain, or sickness. This is due to the fact that people don't want to feel pitted for, yet they only want to be admired.

Talking about the activity of respondents on social media platforms, there was huge agreement that people check social media platforms the first time in the morning and before they go to sleep. Thus, it is becoming a crucial thing in one's daily routine life, opening the day with and ending it with it too.

Talking about the time spent on social media platforms, 43% agreed that they spend 2 to 3 hours on social media platforms daily while 26% replied that they spend more than 3 hours daily on social media platforms. The researcher believes that this is a huge percentage of the free time after work, school or university. If one finishes work or, school or university by 5 pm and sleeps by 11 pm. Thus, one has average 6 hours for time daily. So, in this way, it is almost 50% the free leisure time is spent on social media platforms

Talking about the most used social media platforms, Facebook was first one with 48.7% of respondents, secondly, was the instagram with 32.8%, and thirdly was Tiktok with 14.3% and lastly the twitter with 4.2%. This is explainable as the majority of respondents are parents above 39 years, who find Facebook more easily friendly and more used in their surroundings and communities of similar age, interests, technology level and social class.

Talking about the sample, the survey was answered by female with 77.1% while males with 22.9%/ This is due to the fact the females has less working hours, or are housewives. So, they have more free time to spend in social media platforms rather than men.

9. Conclusion

It is crystal clear the huge impact of social media platforms on youth empowerment in different aspects, and it is essential to be used whether by the company on small scale or by the country on a bigger scale. Yet, the researcher is more interested in the usage of social media platforms by the county to reach more strategic national goals. So, the country must use the most suitable social media platform suitable for each range of youth to reach the goals of Egypt 2030 plan. The country can use the social media platforms to educate the youth and their parents about the SDGs and their importance. The social media platforms can help to improve the loyalty to the country and the Egyptian identity too. Thus social media platforms must be looked at more than just being some sites for entertainment in the leisure times. Hence, if used correctly, they can add to the economy and wellbeing of the society by building better empowered youth.

10. Limitations

The research was limited only to be collected through online surveys only through Facebook, whatsapp, and emails. It didn't use any qualitative research methods. Thus, focus group research if used, it would have enriched the results. Moreover, it was concentrating firstly on Facebook, instagram, Tiktok and twitter. Many others social media platforms were not tested in the research. Furthermore, it also included the upper classes only who speak and understand English. Moreover, the survey was conducted for 3 weeks only due to the time constraints. Furthermore, It was sent to youth of age 15 to 24 and to adults from 25 to 39 and parents above 39 years old.

11. Recommendation

The researcher recommends that this research can be an exploratory research for the positive effects of social media platforms on the youth empowerment in Egypt. In depth interviews and focus groups can be used as qualitative research methods. Thus, for future research, it is better to consider using other ways of contacting the samples rather than by surveys only. It is better also to use other demographics and psychographics of people in Egypt to have a full display of the real picture in the Egyptian society.

Also, it is better for further investigation that the researchers have more social media platforms to study.

Also, it is recommended that the above points can be applied on any organization to help in youth empowerment. So, it is advisable for companies to get benefit of social media platforms to reach the maximum youth empowerment results. This will definitely lead to better micro environment results for the business entity.

Also, it is recommended for any country to use the above points and to best use the social media platforms for the national youth empowerment. It is crucial that youth are empowered to become active partners fulfilling as many of the SDGs. This is crucial as the youth are the assets for any country's development.

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