

# Media Dealing with International Crises: An Analytical Study of International Channels Through Social Networking Pages: “Al-Hurra” American Channel and “France24” Arabic Channels Examples

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## Abstract

The study aims to identify the interaction of the respondents with the issue of the Renaissance Dam “Al-Hurra” American channel and “France24” Arabic channels ‘pages. The study uses the descriptive approach through the sample survey method as a tool for data collection. The field sample consists of (400) students from the Universities of "Cairo and Minya" who have followed the Renaissance Dam issue on “Al-Hurra” American channel and “France24” Arabic channels ‘pages. It has been found that there are statistically significant differences between the forms of respondents' interaction with the issue of the Renaissance Dam on the pages of «Al-Hurra” American channel and "France24" Arabic channel, in favor of the "Al-Hurra” American channel" page. The value (T) = (4.22 \*\*), significant at the level (0.01).

**Keywords:** interaction, young academics, The Renaissance Dam, Facebook

## 1. Introduction

Interactivity in news pages has become an important feature of modern information and communication medium on Facebook (Farhi et al., 2021a), as it plays an important role in the spread of media material and it is seen as one of the most significant interaction patterns among social media users, especially on the issue of the Renaissance Dam on the Facebook pages of "Al-Hurra” American channel and "France24” Arabic channel. Today digital media represents the ideal way for producing and making news in audio and video through interactive media. It has enabled media professionals to transmit live events in audio and video immediately after their occurrence in various parts of the world. In the light of the foregoing, the current study investigates the extent of young academics' interaction with the issue of the Renaissance Dam on Facebook (Farhi et al., 2021b).

## 2. The Study Problem

By reviewing previous studies, it has been found that interactivity in “Facebook” news pages enjoys special importance for their users, as the audience relies on them to obtain information and news related to the issue of the Renaissance Dam under study as confirmed by the scientific literature related to the subject of the study and in relation to the respondents' forms of interaction with the Renaissance Dam issue on the pages of the "Al-Hurra” American channel and “France24” Arabic channel (Farhi & Chettah, 2020). Therefore, the study problem revolves around a main question: What is the extent of the young academics' interaction with the issue of the Renaissance Dam via "Facebook"? in light of the social presence of the audience to follow the content of the interactive news pages on the network (Aljumah et al., 2023).

## Objectives of the Study

The study aims to identify the following main objective: the extent to which young academics interact with the issue of the Renaissance Dam through Facebook.

**The following sub-objectives arise from the main objective.**

1. Identify the differences between the respondents' forms of interaction on the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel.

- Identifying the correlation between the extent to which the respondents follow the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel, and the degree of benefiting from it.

### Study Questions

The study seeks to achieve its objectives through answering the following main question: What the extent of young academics' interact with the issue of the Renaissance Dam on Facebook.?

### The following sub-questions emerge from this question

- What are the differences between the forms of interaction of the respondents on the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channels?
- What is the correlation between the extent of respondents' follow-up of the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channels and the degree of benefiting from it?

### Study Hypotheses

To achieve the objectives of the study and answer its questions, the study has been built on two main hypotheses:

- There are statistically significant differences between the respondents' forms of interaction with the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channels.
- There is a statistically significant correlation between the extent of respondents' follow-up on the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channels and the degree of benefiting from them?

### The Study Sample

The study was conducted on a random sample of (400) students from Cairo and Minya Universities who use the Facebook pages of “Al-Hurra” American and “France24” Arabic channels, their ages range between 18 and 20. The reasons behind choosing this sample are:

- The researcher attributes his choice of the sample of Egyptian youth to the nature of the topic as they represent an active category and segment in human society (Pasha et al., 2022), in addition to the fact that young people are currently interested and curious about the issue of the Renaissance Dam.
- On the social networking sites, there are young people with different ages, diverse educational level, males and females, the fact provides the researcher with a sample that properly represents the youth original community within the society, therefore, the study sample is made up of equal numbers of males and females among the users of the Facebook pages of “Al-Hurra” American and “France24” Arabic channels so as to identify the interactions of the respondents with the issue of the Renaissance Dam (Saboune, 2022). The researcher sought to make the sample representative for both males and females. The following is the sample description according to demographic variables.

Table 1. Description of the sample according to the demographic variables (n=400)

Demographic Characteristics		F	%
Gender	Male	200	50%
	Female	200	50%
Age	18 - 35	245	61.25%
	35 - 40	155	38.75
Education level	Bachelor's degree	285	71.25%
	Postgraduate	115	28.75%
Geographical distribution	Cairo	200	50%
	Minya	200	50%
Residence	Rural	135	33.75%
	Urban	265	66.25%
Total		400	100 %

### The data in the table above indicates the following

1. **In terms of gender:** males and females use the “Al-Hurra” American channel and the “France24” Arabic channel in an equal manner (50%) for each, and this can be attributed to the fact that both pages represent an important source for the public to obtain news related to the issue of the Renaissance Dam subject of the current study.
2. **In terms of age: the age groups of “Al-Hurra” American channel and “France24” Arabic channel users** are come as follows: the age group 18-35 ranks first with (61.25%), followed by the age group 35 - 40 in the second place with a rate of (38.75%). The above results show that the group 18-35 is the youngest age group that is more open to follow up the news of the Renaissance Dam issue on the "Al-Hurra American" and “France24” Arabic channels’ pages. This can be explained by the fact that the younger the age, the higher the rate of attention and follow-up to the issue subject of the study.
3. **Concerning the educational level:** The distribution of the study sample’s individuals according to the educational level variable reflects the various educational levels in the universities of Cairo and Minya which follow the issue under study on the pages of the “Al-Hurra” American channel and “France24” Arabic channel, and they are as follows: (Bachelor degree) ranks first with a percentage of (71.25%), followed by (postgraduate studies) in second place with a rate of (28.75%). The above results show that the “bachelor’s degree” and “Postgraduate studies” students represent the most motivated category to follow up the issue under study and interacting with it on the Facebook pages of the "Al-Hurra” American and “France24” Arabic channels. This explains the extent of the respondents' awareness in terms of following up the issue of the Renaissance Dam. The higher the follow-up rate, the greater the degree of interaction.
4. **As for geographical distribution:** According to the geographic distribution variable, the study sample’s individuals have been equally distributed between the governorates of Cairo and Minya, as each governorate received (50%) of the total sample of users of the two pages of the “Al-Hurra” American channel and “France24” Arabic channel.
5. **In terms of residence:** the distribution of the study sample’s individuals according to the variable of the residence of users of “Al-Hurra” American and “France24” Arabic channels’ pages, is as follows: (Urban areas) ranks first with (22.25%), followed by (Rural areas) in the second and last place with (33.75%). The above results show that urban areas users represent the most forthcoming category to follow the issue of the Renaissance Dam and interact with it, due to the fact that urban areas are more populated than rural ones.

**Study Population:** The human community is represented by the audience of university students who use the pages of "Al-Hurra” American and “France 24” Arabic channels, on the social networking site "Facebook".

### The limits of the study

- **Human limits:** represented by a sample of students from the universities of "Cairo" and "Minya" who use the pages of the "Al-Hurra American" channel, and the France24 "Arabic" channel, aged between 18 and 40 years, as it was applied during 2020.
- **Spatial limits:** limited to the governorates of "Cairo” and “Al-Minya". Al-Minya governorate was chosen because it is related to the researchers’ study place and it represents Upper Egypt, while Cairo represents the Lower Egypt.
- **Subject limits:** Limited to the issue of the Renaissance Dam on the Facebook pages of "Al-Hurra” American" and “France24” Arabic" channels.
- **Time limits:** It is the period during which the researchers conducted a field study on a sample of Egyptian youth who used the pages of "Al-Hurra” American and “France24” "Arabic channels, from 1<sup>st</sup> February 2021 to 30<sup>th</sup> March 2021.

### Study Tool

A questionnaire applied to a random sample of (400) students from Cairo and Minya" universities who used the pages of "Al-Hurra American" and France24 "Arabic" channels, from 1<sup>st</sup> February 2021 to 30<sup>th</sup> March 2021.

### Type and method of the study

This study belongs to the descriptive studies, which depend mainly on the sample survey method, as it is the ideal way to obtain quantitative and qualitative data for all sections of the questionnaire. The sample survey method includes all the respondents’ data as basic parts to identify the extent of the young academics’ interaction with the Renaissance Dam issue on the Facebook pages of “Al-Hurra” and “France24” Arabic channels. The qualitative responses of the respondents depend on the interpretation of the reached numerical results because researchers in this type of studies begin to monitor

and extract the results through the data they have accessed. We have adopted this method as it meets the goal of the study in identifying the extent of young academics' interaction with the Renaissance Dam issue on the Facebook pages of the American channel "Al-Hurra" and "France24" Arabic channel Farhi et al (Farhi et al., 2022). Accordingly, the extent of the young academics' interaction with the issue of the Renaissance Dam is determined on the pages of the study sample.

### **The cognitive framework of the study**

#### **The Renaissance Dam crisis**

A series of pledges made by the Ethiopian side as not to prejudice the Egypt's share of the water, which were denied then by the Ethiopian state that rejected the Egyptian proposals calling for filling the lake of the Renaissance Dam over seven years and not three, as the Ethiopian side demands, given that this decision is sovereign and within the jurisdiction of the Ethiopian state alone (Civelek et al., 2016).

#### **Interaction with the Renaissance Dam crisis on Facebook**

Interaction is the ability of users to communicate, converse, and share news materials that include topics and issues of common interest (Benaïda & Namoun, 2018).

It includes the patterns by which the audience interacts with the publications of the public pages on the network and the forms of interaction of the pages with the comments of the audience following them (Wala'a Ibrahim, 2023, 612-613). "Facebook" is an important mass media that TV channels use to broadcast their various media contents on the network, it allows its users to obtain information and news and interact with the news contents through their comments (Rubia Rakoran, 2018, 20). It is also a site for users of ideas and opinions, placing pictures, videos, and comments among people (Samanta et al., 2021).

Interaction is one of the main distinguishing features of electronic news media, as it allows its users to publicly record their reactions in a video clip or in a news article (Arab Democratic Center, 2023), on various political, social and economic topics (Saroj & Pal, 2020). The more interaction mechanisms are available on the site, the higher the rate of interaction, dialogue and sharing between the sender and receiver in regard to the media content (Welbers, 2018).

Digital news platforms are an electronic social structure used by individuals and various institutions in a communication framework based on the different relationships between users on issues of common interest (Ibrahim, 2020).

#### **Forms of interaction with the issue of the Renaissance Dam on the pages of "Al-Hurra" American and "France24" channels**

There are many forms of interaction with the issue of the Renaissance Dam on the pages of the "Al-Hurra" American channel and "France24" Arabic channel, including:

- 1- **LIKES records:** It means showing liking for the content on the site and it is available among friends, groups and channels who joined it (Al-Samer & Al-Zuhairi, 2021). It is a feature that allows the user to show his admiration for the content provided to him through social networking applications in its various forms, whether they are institutions, channels, or newspapers (Al-Samer & Al-Zuhairi, 2021).
- 2- **Interaction through writing comments:** It is a form of interaction available on the news pages of the social networking site "Facebook" where users can write "comment" about the issues that interest them and then press the inter button. This method is characterized by achieving a mechanism of interaction between users (Meryem, 2020). It is based on adopting the point of view included in the audience's interactions with the content published on the network, whether by acceptance, rejection, criticism, or otherwise (Adegboyega, 2020).
- 3- **Shares:** It means the users' sharing of the content provided by the news pages of the social networking site "Facebook" and its circulation among users via their e-mails or through publishing it on a joint group among users or in another social networking site (Khaled Mahdi, 2018, 59). The feature also allows the user to obtain the greatest degree of participation in the process of communication and the free choice of content and services available on the Internet according to his needs and interest (Ibrahim, 2020).

#### **Validity and reliability procedures for the questionnaire**

A questionnaire was applied to a sample of users of the pages of "Al-Hurra" American channel and "France24" Arabic channel on "Facebook". The face validity of the questionnaire has been verified by presenting it to a group of media experts and it was edited according to their observations.

The questionnaire was implemented in 2020, from 1<sup>st</sup> February 2020 to 30<sup>th</sup> March 2020. In calculating the stability of the questionnaire results, the researcher relied on the retest method. After collecting the data, the researcher conducted a study on (5%) of the total individuals of the field study (20 individuals) using the "Cranach's Alpha coefficient" (Artioli

& Kashiwagura, 2010), which indicates a high proportion of consistency between the responses of the respondents. The following table shows us the calculation of the reliability coefficient value for the questionnaire:

Table 2. Cronbach's alpha coefficient to measure the validity of the questionnaire

Field	Cronbach's alpha coefficient
Cronbach's alpha coefficient for all the questionnaire's sections	<b>0.91</b>
Coefficient $\alpha = \frac{n \sum S_i^2 - (\sum S_i)^2}{n-1 \times S^2 - S_f^2}$	where S <sup>2</sup> is the sum of the variance of the items and questions, n= number of items, S <sub>f</sub> <sup>2</sup> the variance of all the test as a whole.

The data in the table above shows the following.

- The value of Cronbach's alpha coefficient was high, as the alpha coefficient value for all sections of the questionnaire was (0.91), and this means that the reliability coefficient is high, indicating that there is no significant difference in the respondents' responses, and it also indicates that the questionnaire is valid for application.

### 3. Statistical Analysis

After collecting the data of the field study, it was encoded and entered into the computer, then processed, analyzed, and statistical results were extracted using the Statistical Package for Social Sciences program known as “spss” (Ferreira, 2020), by resorting to the following transactions, tests and statistical treatments, which are as follows:

Simple statistical ratios and frequencies of the questionnaire questions, T test to find the differences between the forms of respondents' interaction with the Renaissance Dam issue on the “Al-Hurra” American and “France24” Arabic channels pages, Pearson’s correlation coefficient to find the intensity and direction of correlation between the respondents' follow-up to the issue of the Renaissance Dam on the two pages of the “Al Hurra” American channel and “France24” Arabic channel and the degree of benefiting from it.

### 4. Results

The sample of the field study represents an age group (18-40 years) of Egyptian youth, composed of a sample of (400) individuals among the students from "Cairo" and "Minya" universities who use the "Al-Hurra" American channel and "France24" Arabic channel, in addition to the results of the hypotheses validity testing and linking them to the study questions and objectives. The following is the presentation of the study results:

Table 3. The respondents' follow-up to the Renaissance Dam issue on the "Al-Hurra" American channel and "France24" Arabic channel (n = 400)

G	The respondents' follow-up to the Renaissance Dam issue	Al-Hurra” American channel page		“France24” Arabic channel page	
		F	%	F	%
1	Yes	385	96.25%	379	94.75%
2	No	15	3.75%	21	5.25%
<b>Total</b>		400	100%	400	100%

The data in the table above indicates the following:

- The respondents' follow-up of the Renaissance Dam issue on "Al-Hurra" American channel page achieved a rate of (96.25%), compared to (94.75%) on the page of the "France24" Arabic channel.
- **As for the respondents' failure to follow up on the Renaissance Dam issue**, it was as follows: (5.25%) for “France24” Arabic channel’s page, compared to (3.75%) for “Al-Hurra” American channel. The above-mentioned results show that the follow up of the respondents to the Renaissance Dam issue is of a paramount importance as it comes with a high rate on the “Al-Hurra American” channel page. This can be attributed to the presence of an ideologized writer on Egyptian affairs who enjoys the confidence and the continuous follow-up of the respondents, thus attracting the largest number of audience and opening the door for the enrichment the interactive discussion on the issues of interest to the public in the interactive news pages on the network.

Table 4. The extent of respondents' follow-up to the Renaissance Dam issue on the pages of "Al-Hurra" American channel, and "France24" Arabic channel (n = 400)

G	The extent of respondents' follow-up to the Renaissance Dam issue	F	%
1	I follow very highly	151	37.75%
2	I follow highly	119	29.75%
3	I follow in unspecified times	130	32.5%
<b>Total</b>		400	100%

The data in the table above indicates the following.

- Although the response of (I follow very highly) got the highest percentage (37.75%) on the two pages of the “Al-Hurra” American channel and “France24” Arabic channel, there is a difference in the two categories of (I follow highly and I follow at unspecified times), this result goes in line with the findings of Hassan’s study (Hassan, 2023) where the phrase “I follow very highly” got the first place with a percentage (40.25%), and it also ranks first in the current study. The above-mentioned results show that addressing the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel has become for the respondents as a matter that falls within the public’s exposure habits or a ritual of exposure that they practice whenever they are able to navigate the network. Therefore, it can be said: they rely on following the media material provided to them due to the importance of the role played by the “Facebook” pages in delivering news to them, and therefore they look at it to know the current news, in addition to being a renewable platform that publishes everything that is timely about the events related to the incident. As soon as it happens, At a time when it supports the Egyptian proposal on the need to reach a binding legal agreement on the Renaissance Dam, it calls on all parties to avoid escalation in the crisis file, and does not mind at the same time benefiting from the electrical interconnection with Ethiopia.

Table 5. The degree to which respondents benefit from following up on the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel (n = 400)

G	The degree of benefiting from following up on the issue of the Renaissance Dam	F	%
1	I very highly benefited	199	49.75%
2	I highly benefited	161	40.25%
3	I somewhat benefited	40	10%
<b>Total</b>		<b>400</b>	<b>100%</b>

The data in the table above indicates the following.

- The degree to which respondents benefit from following up on the issue of the Renaissance Dam on the pages of "Al-Hurra" American and "France24" Arabic channels is as follows: (I very highly benefited) comes first with a percentage of (49.75%), I highly benefited ranks second with (40.25%), followed by (I somewhat benefited) in the third place with (10%). These results show that the vast majority of respondents benefit greatly from following up on the issue of the Ethiopian Renaissance Dam on the pages of the “Al-Hurra” American channel and “France24” Arabic channel, Which represents a threat to the national security of the two downstream countries as a result of the intransigence of the Ethiopian side, which did not sign any binding agreement to fill the dam's reservoir and this can be explained by the fact that the interactive news pages aim to attract the largest number of audiences and open up an opportunity to enrich the interactive discussion on the issues that interest them.

Table 6. The forms of respondents' interaction with the Renaissance Dam issue on the “Al-Hurra” American channel and “France24” Arabic channel (n = 400) (you can choose more than one alternative)

G	Forms of interaction	"Al-Hurra American" Channel page		"France24 Arabic" Channel page	
		F	%	F	%
1	likes	126	31.5%	127	31.75%
2	Comment	150	37.5%	146	36.5%
3	Share	124	31%	127	31.75%
<b>Total</b>		400	100%	400	100%

The data in the table above shows the following.

- **The respondents’ preferences for using forms of interaction with the Renaissance Dam issue on the “Al-Hurra American”** channel page were as follows: (Writing Comments), ranks first with (37.5), This result is consistent with the findings of the study of Mahmoud Muhammad, Saqal Babu Mariam (Babu Mariam, Mahmoud Mohamed, 2020, 90), where the interaction was made by commenting on the contents. The media in the foreground also came to the fore in the current study, the use of the comment tool is attributed to the fact that it freely expresses the public’s opinion about the aforementioned issue, then comes (Likes) in second place with (31.5%), and finally (Sharing) in third place with (31%). The respondents’ use of the sharing tool can be explained by the fact that it allows the issue to expand by having its audience multiply from one site to another. This result goes in line with the findings of of Hisham Saeed study (2015, 130), where the phrase “writing comments” ranks first with a rate of (69.7%), and it ranks also first in the current study. This is indicated by Tadrous’s study (Tadrous, 2022), which confirmed that digital media allow the audience to interact, choose, understand, analyze, and evaluate the media text. The results also show that they rely on these sites to find out the latest developments on the issue of the Renaissance Dam, which affects Egyptian national security and Egyptian-African relations, as well as the thirst of Egyptians and the destruction of economic, agricultural, and industrial activities, which made it a matter of life or death for Egyptians.
- **As for the page of the "France24 Arabic" channel**, the preferences of the respondents to use forms of interaction for the issue of the Grand Ethiopian Renaissance Dam were as follows: (writing comments), comes first with a rate of (36.5%), The use of the comment tool is due to the fact that it freely expresses the public's opinion regarding the aforementioned issue, as it represents the common dialogue aspect between the page and its interactive audience, which indicated the importance of interaction by commenting on the contents of the news to form reactions on issues of common interest, such as (likes and shares ) comes in the last place with a rate of (31.75%), and the use of the sharing tool by the respondents is attributed to the fact that it allows the cause to expand and multiply its audience from one site to another, and this is in line with the study by Yujie and their colleagues (Yujie et al., 2022) that indicated the importance of using television channels for pages " Facebook" to promote interactive public participation in political issues. The results show that the sample members find that the interaction and its tools on the pages of the study sample are an important thing that helps them express their opinions on the issue of the Ethiopian Renaissance Dam, which is misled by the Ethiopian side of the facts and the pursuit of the image of Egypt in general, especially with the success of the Ethiopian discourse in persuading many Africans of the justice of their cause.

**5. Hypotheses Test Results**

**The first hypothesis:** This hypothesis states that: There are statistically significant differences between the forms of interaction of the respondents with the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel, and “France24” Arabic" channel.

Table 7. The significance of the statistical differences between the forms of interaction of the respondents with the issue of the Renaissance Dam on the pages of "Al-Hurra” American" channel, and “France24" Arabic channel (n = 400)

Scale of measurement	Al-Hurra American Channel page		France24 Arabic Channel page		(T) value	Significance Level	Significance Level
	Arithmetic mean	Total of ranks	Arithmetic mean	Total of ranks			
<b>Forms of interaction</b>	<b>2.55</b>	<b>0.75</b>	<b>2.30</b>	<b>1.00</b>	<b>4.22**</b>	<b>0.05</b>	<b>0.01</b>

\* Significant at the level of (0.05)

\*\* Significant at the level (0.01)

**The data in the table above shows the following:**

- There are statistically significant differences between the forms of interaction of the respondents with the issue of the Renaissance Dam on the American "Al-Hurra" channel, and the Arabic "France 24" channel, in favor of the American "Al-Hurra" channel page. To verify the hypothesis, a T-test was used. The value of (T) = (4.22 \*\*) is significant at the level (0.01). Accordingly, we accept the hypothesis that says: There are statistically significant differences between the forms of interaction of the respondents with the issue of the Renaissance Dam on the pages of the American “Al-Hurra” channel and the Arabic “France 24” channel. The researcher attributed this to the interest of the conscious public in following the topic more on the American page with a writer specialized in Egyptian affairs who is not ideological and enjoys the confidence of the followers which explains: Most of the public are aware of the issue they are following because they are at the heart of the event, and the impact of the crisis in increasing the exposure of the respondents to these pages and their cognitive need for them, and therefore they interact with them to form reactions about them. The interest in interacting with the issues under study in the two pages was not equal, and therefore there is a superiority in the respondents' use of forms of interaction with the issues under study in favor of the American page.

**The second hypothesis:** This hypothesis states that: There is a statistically significant correlation between the extent to which respondents follow the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel and the degree of benefiting from it.

Table 8. The relationship between the extent of respondents’ follow-up to the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel, and the degree of benefiting from it (n = 400)

Variables	Dissemination of the school radio objectives by the communicator		
	The value of r	The significance level	The significance level
Interaction forms	0.590**	0.01	0.05

\* Significant at the level of (0.05)

\*\* Significant at the level (0.01)

The data in the table above indicates the following:

- There is a statistically significant correlation between the extent of respondents’ follow-up to the issue of the Renaissance Dam on the pages of “Al-Hurra American” channel, and “France24 Arabic” channel, and the degree of benefiting from them. To verify the validity of this hypothesis, the Pearson correlation coefficient was used. The value of the correlation coefficient is (0.590\*\*), which is significant at the level of (0.01). Thus, we accept the hypothesis stating that: There is a statistically significant correlation between the extent of respondents’ follow-up to the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel, and “France24” Arabic channel, and the degree of benefiting from it. This indicates that they are aware of the danger of building the dam for the two downstream countries, and therefore they are following the position of Cairo, which announced its withdrawal from the Agreement of Principles, which was at the forefront of the public’s attention, resulting from Ethiopia’s breach of its pledge and proceeding with the construction of the dam without a binding agreement with the two downstream countries (Jeljali et al., 2018). This is consistent with the study of Lisette Van Beek and others (2020, 497-505).. which indicated that communicators are aware of the importance of picture frames related to news of the environment, politics, and society to the audience. This was confirmed by a study with the study of Ilham Younis (2021, 307-386), which revealed that there is a correlation between the levels of credibility of news sites and the extent of the availability of credibility components in dealing with the issue of the Ethiopian Renaissance Dam.

**The results of the study in light of the hypotheses**

After conducting the field study, we reached a set of results, the most important of which are:

- Proving the validity of the first hypothesis: there are statistically significant differences between the respondents’ forms of interaction with the Renaissance Dam issue on the pages of “Al-Hurra” American channel and “France24” Arabic channel in favour of the “Al-Hurra” American channel, the value of (T) = (4.22\*\*), which is significant at the level (0.01).
- Proving the validity of the second hypothesis: there is a statistically significant correlation between the extent of respondents’ follow-up to the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel and “France24” Arabic channel, and the degree of benefiting from it. The value of the correlation coefficient is (0.590\*\*), which is significant at the level (0.01).

**6. Conclusion**

- Through this study, the researcher tried to find out the differences between the forms of respondents’ interaction with the issue of the Renaissance Dam on the pages of “Al-Hurra” American channel, and “France24” Arabic channel, and the correlation between the extent of the respondents’ follow-up to the issue of the Renaissance Dam on the pages of the “Al-Hurra” American channel and “France24” Arabic channel and the degree of benefiting from it, as the interactive media has a great influence in shaping the public’s attitudes towards issues of interest, especially the issue of the Ethiopian Renaissance Dam (Al-Qatawneh, 2023), which threatens Egyptian national security. Therefore, it turns out to be necessary to address the issues that arouse public attention to identify the reactions towards them and to pose questions to generate solutions to the problem, so as to reach innovative theories and perceptions within the framework of the relationship between the public and the media (Osman, 2018). The study reached a set of recommendations, the most important of which are:
- Emphasizing the need for media institutions to be more interested in being active on social platforms and broadcasting various issues and topics that arouse public interest and support them by opening new horizons for interaction through dialogue and participation between those in charge of communication on interactive news pages and the public on various issues that interest them to find solutions (Tzogopoulos, 2020), and thus reach



new and innovative theories and perceptions within the context of the relationship between the public and the new media.

## 7. Research Proposals

In the light of the study, the researcher presents a set of suggestions as follows.

- Employing social networks to promote tourism.
- Employing social networks to address issues of electronic terrorism.

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