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Entitled

UNDERSTANDING FACTORS THAT AFFECT YOUTH'S INTENTION TO USE SOCIAL MEDIA PLATFORMS AS SOURCES OF INFORMATION AND NEWS: A CASE STUDY OF UNITED ARAB EMIRATES

by

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Abstract

Technology development and increased accessibility to the internet had changed how people interact and communicate, unlike when people relied on traditional media outlets such as newspapers for information. In modern societies, people depend more on technology-based media outlets, such as social media. Ideally, across the world, youths are the primary users of social media. However, the volume of research suggests that few have studied the intention of using social media in middle east countries. Therefore, the dissertation aims to fill the gaps by investigates the factors that affect Emirati youths' intentions to use social media as a reliable source of information and news, as limited research has been conducted in the Middle East region. The study uses a multimethod approach to integrate several theoretical models into one framework, collecting data from self-administered questionnaires and interviews with media professionals. The results indicate that perceived trust toward social media information has a negative influence on perceived ease of use and perceived usefulness` but a positive effect on attitude towards social media platforms for news and information. Needs of information, social motivation, and awareness of consequences have a positive influence on perceived ease of use, perceived usefulness. Needs of information, social motivation has a positive influence on attitude to use social media platforms except awareness of consequences has a negative influence. Perceived ease of use and perceived usefulness also have a positive effect on attitude and intention to use social media platforms for news and information. Attitude to use social media have a positive influence on intention to use social media. These findings have implications for promoting safe and beneficial use of social media platforms among UAE youths.

Keywords: Social Media usage, source, information, news, intention, trust, attitude, motivation, control-behavior, UAE, youth.