

مجلة بحوث الإعلام الرقمي

دورية علمية فصلية محكمة تصدر عن كلية الإعلام وتكنولوجيا الاتصال - جامعة السويس

العدد التاسع : أكتوبر - ديسمبر ٢٠٢٥

- أزمات الهوية في العصر الرقمي من منظور الميديولوجيا. **أ.د. محمد سعد إبراهيم**
- تحول القنوات التلفزيونية إلى منصات البث المباشر واتجاهات الجمهور نحوه. **د. عبدالله بن علي بن أحمد الفردي**
- معالجة كاريكاتير مواقع الصحف الإسرائيلية لأحداث الحرب على غزة ٢٠٢٣: دراسة سمبولوجية لموقعي صحيفتي هآرتس ومعاريف. **د. هشام محمد عبد الغفار / د. وليد محمد الهادي عواد**
- الدور الوسيط لاستراتيجية البقرة البنفسجية في تحديد العلاقة بين المنتجات العالية الجودة والقرار الشرائي. **د. حسين علي محمد أبو عمر**
- أطر تغطية مواقع القنوات الدولية الناطقة بالعربية للحرب التجارية الأمريكية الصينية واتجاهات النخبة المصرية نحوها. **د. رحاب سراج الدين محمد**
- التعرض لمقاطع الفيديو الإخبارية عن الصراعات الجيوسياسية في الدول المجاورة وعلاقته بقلق الحرب لدى المتابعين. **د. مي سعيد عبد القادر**
- دور المسلسلات التلفزيونية المصرية في تشكيل وعي الجمهور تجاه قضايا الصحة النفسية. **د. إيمان عبد الفتاح العراقي**
- الأبعاد الدلالية والقيمية للخطاب الإعلاني لحملة «تجمل بالأخلاق»: مقارنة سيميائية. **د. إيناس حسن عبدالعزيز محفوظ**
- الاتجاهات البحثية الحديثة في تعليم العلاقات العامة: دراسة تحليلية نقدية من المستوى الثاني. **د. شيماء عبدالعاطي سعيد صابر**
- توظيف صحافة الفيديو الغامر في منصات المواقع الصحفية العربية والأجنبية. **د. ماجد إبراهيم المنزلاوي**

مجلة بحوث الإعلام الرقمي

دورية علمية فصلية محكمة

تصدر عن كلية الإعلام

وتكنولوجيا الاتصال

جامعة السويس

الهيئة الاستشارية

الأستاذ بكلية الإعلام- جامعة الشارقة- الإمارات	أ.د أحمد رضوان
العميد السابق لكلية الإعلام- جامعة السويس	أ.د أمين سعيد
الأستاذ بكلية الإعلام- جامعة مصر الدولية	أ.د حمدي حسن
عميد كلية الإعلام- الجامعة الحديثة	أ.د سامي الشريف
عميد المعهد الدولي العالي للإعلام- أكاديمية الشروق	أ.د سهير صالح
الأستاذ بكلية الإعلام جامعة عين شمس	أ.د السيد بهنسي
رئيس الأكاديمية الدولية للهندسة وعلوم الإعلام	أ.د عادل عبد الغفار
الأستاذ بكلية الإعلام- جامعة القاهرة	أ.د عادل فهمي
الأستاذ بكلية الإعلام- جامعة قطر	أ.د عبد الرحمن الشامي
الأستاذ بجامعة الإمام محمد بن سعود الإسلامية السعودية	أ.د عبد الرحمن المطيري
الأستاذ بكلية الخوارزمي الجامعة التقنية- الأردن	أ.د عبد الرزاق الدليمي
عميد المعهد العالي للإعلام وفنون الاتصال	أ.د محمد رضا
عميد كلية الإعلام الجامعة البريطانية بمصر	أ.د محمد شومان
الأستاذ بقسم الإعلام كلية الآداب جامعة المنيا	أ.د محمد سعد
الأستاذ بكلية الإعلام جامعة القاهرة	أ.د منى الحديدي
الأستاذ بكلية الإعلام- جامعة القاهرة	أ.د هويدا مصطفى

مجلة بحوث الإعلام الرقمي
دورية علمية فصلية محكمة تصدر عن
كلية الإعلام وتكنولوجيا الاتصال . جامعة السويس

مدير التحرير

أ.م.د. حسين ربيع

سكرتير التحرير

د. رباب العجماوى

المحرر الفني

د. سمر على

مصمم الغلاف

أ. جهاد عطية

السكرتير الإداري

أ. آية طارق

أ. مارينا أيمن

أ. سامية سعد

رئيس مجلس الإدارة ورئيس التحرير

أ.د. أشرف جلال

مساعدو رئيس التحرير

أ.د. حسن علي

العميد السابق لكلية الإعلام- جامعة السويس

أ.د. عبد الله الرفاعي

عميد كلية الإعلام والاتصال الأسبق جامعة الإمام
محمد بن سعود الإسلامية- السعودية

أ.د. مناور الراجحي

الأستاذ بقسم الإعلام- كلية الآداب- جامعة الكويت

الآراء الواردة بالبحوث المنشورة في هذه المجلة تعبر عن أصحابها فقط

المراسلات: ترسل باسم رئيس مجلس الإدارة ورئيس التحرير - كلية الإعلام وتكنولوجيا الاتصال -

جامعة السويس - مدينة السلام (1)

تليفون: 0623523774

البريد الإلكتروني: dmrjournal@media.suezuni.edu.eg

رقم الإيداع: 2023 /24417

الترقيم الدولي: ISSN. 2812-5762



م	القطاع	اسم المجلة	اسم الجهة / الجامعة	ISSN- P	ISSN- O	السنة	نقاط المجلة
19	الدراسات الإعلامية	مجلة بحوث الاعلام الرقمي	جامعة السويس، كلية الإعلام وتكنولوجيا الاتصال	2812- 5762		2025	7

محتويات العدد:

كلمة العدد

- 27-1 أزمات الهوية في العصر الرقمي من منظور الميديولوجيا.
أ.د. محمد سعد إبراهيم
- 76-29 تحوّل القنوات التلفزيونية إلى منصات البث المباشر واتجاهات الجمهور نحوها.
د. عبدالله بن علي بن أحمد الفردي
- 197-77 معالجة كاريكاتير مواقع الصحف الإسرائيلية لأحداث الحرب على غزة 2023: دراسة سمبولوجية لموقعي صحيفتي هآرتس ومعاريف.
د. هشام محمد عبد الغفار / د. وليد محمد الهادي عواد
- 292-199 الدور الوسيط لاستراتيجية البقرة البنفسجية في تحديد العلاقة بين المنتجات العالية الجودة والقرار الشرائي. دراسة ميدانية علي عملاء شركة IKEA للأثاث".
د. حسين علي محمد أبو عمر
- 453-293 أطر تغطية مواقع القنوات الدولية الناطقة بالعربية للحرب التجارية الأمريكية الصينية واتجاهات النخبة المصرية نحوها.
د. رحاب سراج الدين محمد
- 537-455 التعرض لمقاطع الفيديو الإخبارية عن الصراعات الجيوسياسية في الدول المجاورة وعلاقته بقلق الحرب لدى المتابعين.
د. مي سعيد عبد القادر

- 669-539 دور المسلسلات التلفزيونية المصرية في تشكيل وعى الجمهور تجاه قضايا الصحة النفسية.
د. إيمان عبد الفتاح العراقي
- 730-671 توظيف صحافة الفيديو الغامر فى منصات المواقع الصحفية العربية والأجنبية: دراسة تحليلية.
د. ماجد إبراهيم حسن المنزلاوي
- 827-731 الأبعاد الدلالية والقيمية للخطاب الإعلاني لحملة "تجمل بالأخلاق": مقارنة سيميائية.
د. إيناس حسن عبدالعزيز محفوظ
- 902-829 الاتجاهات البحثية الحديثة في تعليم العلاقات العامة: دراسة تحليلية نقدية من المستوى الثاني.
د. شيماء عبدالعاطي سعيد صابر
- 960-903 أطر تغطية مواقع الصحف العربية والدولية للحرب الاسرائيلية على غزة: دراسة تحليلية مقارنة.
رضوى مصطفى إبراهيم
- 996-961 دور نقابة الصحفيين في الحراك السياسي في مصر منذ عام 2011: دراسة استطلاعية لقياس اتجاهات الصحفيين نحو دور النقابة.
روض عبد الحليم محمد - أ.د. سيد أبو ضيف أحمد - د. لبنى غريب مكروم
- 1042-997 معالجة مواقع التواصل الاجتماعي لقضايا الروابط الأسرية الأردنية: دراسة تحليلية.
أفين قاسم الكردي
- 1099-1043 الاتجاهات نحو رقمنة التعليم في دولة قطر: الواقع الحالي والآفاق المستقبلية.
Ahmed Yousef Al-Mahmoud, Dr. Kamaruzaman bin Nordin, Dr. Asmuliadi bin Lubis
- 1136-1101 اتجاهات الجمهور العراقي نحو معالجة القنوات التلفزيونية لقضايا الفساد السياسي وأثرها على تقييم الاداء الحكومي.
ايمن كامل جواد

- 1185-1137  Impact of Employing Artificial Intelligence Technologies in Egyptian Women's Platforms on Changing the Stereotypical Image of Women: A Field Study.
Merna mohsen
- 1236-1187  عرض كتاب: دليل الصحافة الالكترونية: المهارات اللازمة للبقاء والازدهار في العصر الرقمي.
يمنى سامح محمد

الكلمة الافتتاحية:

في زمنٍ تتسارع فيه التحولات الرقمية وتتشابك فيه التكنولوجيا مع مسارات الاتصال والمعرفة، تواصل **مجلة بحوث الإعلام الرقمي** مسيرتها الأكاديمية نحو دعم البحث العلمي الرصين في مجالات الإعلام والاتصال، وترسيخ ثقافة الابتكار والتجديد في دراسة الظواهر الإعلامية المعاصرة. ويأتي هذا العدد التاسع (أكتوبر - ديسمبر 2025) استمراراً لنهج المجلة في تقديم بحوث نوعية تعكس تنوع الاتجاهات البحثية والمنهجية في ميادين الإعلام الرقمي والصحافة والتلفزيون والعلاقات العامة والتسويق والاتصال الجماهيري.

يضم العدد مجموعة من الدراسات والبحوث الأكاديمية المتنوعة التي تلقت عند هدف واحد، وهو: تحليل التغيرات البنيوية في الإعلام والاتصال في عصر التحول الرقمي، واستكشاف أثر التكنولوجيا والذكاء الاصطناعي في إعادة تشكيل أنماط التواصل، والإنتاج الإعلامي، والوعي الاجتماعي.

تتنوع موضوعات هذا العدد بين الإعلام الرقمي، والاتصال الجماهيري، والدراسات الثقافية، والإعلان، والصحافة، والتلفزيون، والتعليم الرقمي، بما يعكس اتساع الأفق البحثي للمجلة وثراء الطرح العلمي فيها.

فنجد في هذا العدد دراسات تتناول القضايا الفكرية الكبرى على رأسها مقال علمي بقلم أ.د/ محمد سعد إبراهيم أستاذ الصحافة بكلية الآداب جامعة المنيا ومؤسس منتدى الأصالة والتجديد في بحوث الإعلام العربية يسلط الضوء فيه على "أزمات الهوية في العصر الرقمي من منظور الميديولوجيا" ويقدم من

خلاله قراءة نقدية عميقة في تحولات الهوية الرقمية، إلى جانب دراسة "تحول القنوات التلفزيونية إلى منصات البث المباشر واتجاهات الجمهور نحوه" التي ترصد انتقال التلفزيون إلى بيئات البث التفاعلي الجديدة. ودراسة "توظيف صحافة الفيديو الغامر في منصات المواقع الصحفية العربية والأجنبية".

وفي سياق التغطيات الإخبارية، يضم العدد بحثاً تحليلية تتناول الإعلام في زمن الصراعات، منها: دراسة ترصد "معالجة مواقع الصحف الإسرائيلية للكاريكاتير أثناء الحرب على غزة 2023: دراسة سيميولوجية"، ودراسة ثانية تتناول "أطر تغطية مواقع القنوات الدولية الناطقة بالعربية للحرب التجارية الأمريكية - الصينية واتجاهات النخبة المصرية نحوها"، إضافة إلى دراسة ثالثة تحت عنوان "أطر تغطية مواقع الصحف العربية والدولية للحرب الإسرائيلية على غزة"، تقدم رؤية مقارنة لخطاب الإعلام الدولي تجاه القضايا الإقليمية.

كما يتناول العدد أبعاد التأثير النفسي والاجتماعي للإعلام في دراسة "دور المسلسلات التلفزيونية المصرية في تشكيل وعي الجمهور بقضايا الصحة النفسية"، ودراسة "التعرض لمقاطع الفيديو الإخبارية عن الصراعات الجيوسياسية وعلاقته بقلق الحرب لدى المتابعين"، فضلاً عن بحث "الأبعاد الدلالية والقيمية للخطاب الإعلاني لحملة «تجمل بالأخلاق» الذي يربط بين الإعلان والقيم الأخلاقية في الخطاب العام.

ويواصل العدد اهتمامه بقضايا الاتصال التعليمي والبحثي عبر دراسة "الاتجاهات البحثية الحديثة في تعليم العلاقات العامة: دراسة تحليلية نقدية من المستوى الثاني"، ودراسة "الاتجاهات نحو رقمنة التعليم في دولة قطر: الواقع الحالي والآفاق المستقبلية"، التي ترصد ملامح التحول نحو بيئات التعليم الذكي في المنطقة العربية.

أما في مجال الإعلام والمجتمع، فيتناول العدد بحثاً تعالج قضايا الهوية والعلاقات الأسرية والسياسية، مثل "دور نقابة الصحفيين في الحراك السياسي في مصر منذ عام 2011"، و"اتجاهات الجمهور العراقي نحو معالجة القنوات التلفزيونية لقضايا الفساد السياسي"، و"معالجة مواقع التواصل الاجتماعي لقضايا الروابط الأسرية الأردنية"، وهي دراسات تعكس اتساع الأفق العربي في موضوعات العدد.

ويضم العدد كذلك دراسة باللغة الإنجليزية بعنوان **"Impact of Employing Artificial Intelligence Technologies in Egyptian Women's Platforms on Changing the Stereotypical Image of Women: A Field Study"** التي تستكشف دور الذكاء الاصطناعي في تغيير الصورة النمطية للمرأة المصرية عبر المنصات الرقمية.

ويُختتم العدد بعرض تفصيلي لكتاب أجنبي مهم تحت عنوان "دليل الصحافة الإلكترونية: المهارات اللازمة للبقاء والازدهار في العصر الرقمي"، الذي يقدم إطاراً عملياً لتأهيل الكوادر الصحفية في بيئة رقمية متسارعة.

إن ما يجمع هذه البحوث هو سعيها المشترك إلى فهم التداخل العميق بين الإنسان والتكنولوجيا والإعلام، وتقديم رؤى علمية رصينة تسهم في تطوير الفكر والممارسة في الحقل الإعلامي العربي.

تتوجه هيئة تحرير المجلة بخالص الشكر والتقدير للسادة الأساتذة والباحثين على إسهاماتهم العلمية المتميزة، وللسادة المحكمين والخبراء على جهودهم في تحكيم وتقييم الدراسات وفق معايير الجودة الأكاديمية. كما تعرب

الكلية عن اعتزازها بما تحقّقه المجلة من حضور علمي عربي متنّام يعكس مكانة جامعة السويس وريادتها في مجال الإعلام الرقمي.

وإذ تفخر كلية الإعلام وتكنولوجيا الاتصال بجامعة السويس بما تحقّقه المجلة من حضور علمي متنّام على المستويين الوطني والعربي، فإنها تؤكد التزامها الدائم بتشجيع الباحثين على إنتاج المعرفة الجديدة، وتعزيز أخلاقيات البحث الأكاديمي، والانفتاح على الاتجاهات البحثية العالمية التي تستشرف مستقبل الإعلام الرقمي.

وإذ نقدّم هذا العدد التاسع إلى مجتمع الباحثين والمهنيين والمهتمين بالإعلام الرقمي، نأمل أن تسهم بحوثه في إثراء النقاش الأكاديمي، وتفتح آفاقاً جديدة أمام الباحثين في ميدان الإعلام والتكنولوجيا والاتصال الإنساني.

والله ولي التوفيق

هيئة التحرير

Impact of Employing Artificial Intelligence Technologies in Egyptian Women's Platforms on Changing the Stereotypical Image of Women: A Field Study

تأثير توظيف تقنيات الذكاء الاصطناعي في منصات المرأة المصرية
على تغيير الصورة النمطية للمرأة: دراسة ميدانية

A dissertation submitted in partial fulfillment of the requirements for the Ph.D Degree

Mirna Mohsen Mohamed Saeed Abd El-Latif

Under supervision of:

Prof. Ashraf Galal

Dr. Menna Abd El-Hamid

Abstract:

The main of the study is to understand the impact of artificial intelligence technologies on the image of Egyptian women on digital platforms, this research is a descriptive study based on a media survey approach, using a questionnaire and a sample, the study was conducted on a random sample of 202 Egyptian women, aged between 18 and 50. **The study results were the following:**

- The majority sometimes follow women's platforms (57.9%), with a significant portion following always (27.2%).
- The most common frequency is three times a week (39.6%), closely followed by twice a week (36.6%). The average follow-up is about two to three times per week (mean score 2.34).
- The largest group spends 2–3 hours following the platforms (47.0%), with the average time falling in this range (mean score 2.47).
- Health platforms (44.1%) and social platforms (34.2%) are the preferred types.

Keywords:

- Artificial Intelligence Technologies
- Egyptian Women's Platforms
- Changing the Stereotypical Image of Women

المستخلص:

هدفت الدراسة إلي فهم تأثير تقنيات الذكاء الاصطناعي على صورة المرأة المصرية على المنصات الرقمية، ينتمي البحث إلي البحوث الوصفية تعتمد على منهج المسح الإعلامي باستخدام استبيان، وقد أجريت الدراسة على عينة عشوائية من 202 امرأة مصرية تتراوح أعمارهن بين 18 و 50 عاماً. وكانت نتائج الدراسة على النحو التالي:

- تتابع الأغلبية منصات النساء أحياناً (57.9%)، بينما تتابعها نسبة كبيرة دائماً (27.2%).
- التكرار الأكثر شيوعاً هو ثلاث مرات أسبوعياً (39.6%)، يليه بفارق ضئيل مرتين أسبوعياً (36.6%). يبلغ متوسط المتابعة حوالي مرتين إلى ثلاث مرات أسبوعياً (متوسط التقييم 2.34).
- تقضي أكبر فئة من المشاركين ساعتين إلى ثلاث ساعات في متابعة المنصات (47.0%)، ويقع متوسط الوقت ضمن هذا النطاق (متوسط التقييم 2.47).
- تعد المنصات الصحية (44.1%) ومنصات التواصل الاجتماعي (34.2%) هي الأنواع المفضلة.

الكلمات المفتاحية:

- تقنيات الذكاء الاصطناعي
- المنصات النسائية
- تغيير الصورة النمطية للمرأة

1. Introduction:

The contemporary world is witnessing an unprecedented digital revolution, with artificial intelligence (AI) technologies at its core, penetrating all aspects of social and media life. In the Arab Republic of Egypt, with the steady increase in the use of digital platforms as primary platforms for social interaction and media consumption, it has become imperative to study how this technological development impacts fundamental societal issues, most notably the stereotypical image of women. (Abdel-Aziz et al., 2024)

The image of women in media and digital content is a fundamental determinant of how society perceives their roles and capabilities. Historically, traditional media outlets have often perpetuated stereotypical and limited images of Egyptian women, associating them with traditional roles or projecting them into negative stereotypes. With the rise of generative AI tools, recommendation algorithms, and natural language processing systems, these technologies carry a double-edged sword when it comes to changing this image. On the one hand, AI provides women's platforms with unprecedented tools to produce creative and diverse content. This can highlight Egyptian women's achievements in leadership, entrepreneurship, science, and technology, thus breaking digital glass ceilings and providing positive role models. Its algorithms can also be used to detect and improve biased content to advance gender justice issues.

On the other hand, the danger of AI lies in its ability to feed on data sets that reflect existing societal biases. Recent global and regional studies have indicated that generative AI models, such as image and text generation systems, tend to amplify gender stereotypes, assigning women lesser roles, or portraying them in stereotypical ways (Li et al., 2025). In the Egyptian context, this is compounded by the significant challenge posed by deepfakes, which target women and exacerbate digital violence, posing a direct threat to their reputation and safety on platforms (Ünver, 2024)

Therefore, this field study aims to uncover the actual and combined impact of employing AI technology on Egyptian women's platforms. **The study will seek to identify the mechanisms by which these technologies contribute to reshaping or perpetuating stereotypes of women, provide an in-depth analysis of the opportunities and challenges, and develop practical recommendations to ensure that AI is a tool for empowerment and positive change, rather than one that perpetuates gender bias in the digital space.**

2. Research problem:

The study focuses on assessing the dual and ill-defined impact of using artificial intelligence (AI) technologies on digital platforms dedicated to Egyptian women. Theoretically, AI is viewed as a powerful tool for empowering women and providing diverse content that enhances their role in non-traditional fields (such as entrepreneurship, science, and technology), thereby changing negative or limiting stereotypes. However, global studies indicate that these technologies, because they are trained on historical digital data bearing deeply rooted social and gender biases, may inadvertently reinforce and amplify traditional stereotypes, such as associating women with caregiving roles or lower-status occupations. This fundamental contradiction between the promise of empowerment and the risk of perpetuation represents the fundamental ambiguity that the study seeks to resolve. **Accordingly, the study problem can be formulated in the main question: What is the impact of employing artificial intelligence technologies in Egyptian women's platforms on changing the stereotypical image of women?** Several sub-questions arise from this question:

- To what extent do you follow women's platforms?
- How often do you follow women's platforms?
- How much time do you spend watching women's platforms?
- What are your sources of knowledge about women's platforms powered by AI technologies?

- How much do you trust women's platforms to get information on issues you care about?

3. Research Objectives:

The main objective of the study is to understand the impact of artificial intelligence technologies on the image of Egyptian women on digital platforms. Several sub-objectives emerge from this objective.

- To identify the extent to which the study sample follows women's platforms.
- Identifying the study sample's follow-up rate for women's platforms
- Uncover your sources of knowledge about women's platforms powered by AI technologies.
- To determine the extent of the study sample's confidence in women's platforms to obtain information on issues.

4. Research significance:

- This study is a qualitative addition to the Arab library specializing in the field of media and artificial intelligence.
- The study contributes to building a conceptual and analytical framework that links different fields of knowledge: digital media, ethical artificial intelligence (AI Ethics), and studies of women's stereotypes.
- The study provides practical insights for developers of web applications and platforms in Egypt about the weaknesses and biases in currently used algorithms, enabling them to redesign these algorithms to be fairer and more considerate of cultural and social diversity.
- The study's findings help raise awareness among Egyptian female users about how AI works and how it impacts their self-perceptions and societal perceptions.
- The study's recommendations contribute to the design of awareness and training programs (digital literacy and artificial intelligence) specifically for women.

5. Previous studies:

- **(Iqbal et al., 2025)** *The study aimed to determine how AI can assist teachers in promoting women's social and cultural empowerment in the study areas. 225 female teachers were selected from the three districts (Mardan, Nowshera, and Sawabi). The Statistical Package for the Social Sciences (SPSS) was used to examine data from 225 junior high school teachers (JST), primary school teachers (EST), and secondary school teachers (SST) who completed standardized questionnaires for this study. The analyzed raw data were presented using tables and frequencies. The research data revealed that AI in education has truly enhanced women's social and cultural empowerment in Mardan, Nowshera, and Sawabi districts of Khyber Pakhtunkhwa. For both male and female teachers, it is recommended to organize training, seminars, and awareness activities regarding the importance of AI in education and how it can empower women socially.*
- **(Alateeg, & Al-Ayed, 2024)** The study aims to explore how artificial intelligence (AI) impacts women-led startups in Saudi Arabia. Using a qualitative methodology, the study conducted 16 in-depth interviews with female entrepreneurs operating businesses in Saudi Arabia. The findings reveal that cultural norms, societal expectations, limited awareness, and financial constraints are directly linked to women's participation in AI-led businesses. Cultural biases emerged as barriers, underscoring the need for targeted interventions such as awareness campaigns and educational initiatives to dismantle ingrained biases and foster an environment that recognizes and celebrates women's contributions to the technology and AI sectors.
- The study aimed **(Abdelbary & Shreaf, 2024)** to identify the actual role that artificial intelligence (AI) plays through its various technologies to achieve women's empowerment in the labor market, uncover the opportunities available for

women to be empowered in the labor market, and monitor the main challenges facing women in the labor market. The study reached several conclusions, the most important of which are: AI with its various technologies contributes to empowering women in the labor market, as AI systems significantly improve working conditions for women. Additionally, women's use of AI algorithms has led to the development of their skills, and the use of AI technologies at home helps reduce the burden of domestic work, allowing more time to focus on their professional roles as working women.

- **(Shahbazi et al., 2024)** This study examines the various aspects of how AI contributes to the advancement of women's empowerment. An integrated research methodology, including surveys and literature evaluation, was utilized to collect data from a diverse sample of 88 people. The results indicate a substantial degree of AI incorporation in projects aimed at empowering women, with varying perspectives on the impact of AI. Additionally, the study revealed difficulties in accessing AI opportunities and observed differing levels of knowledge among women.

6. Study terms:

a) Theoretical concepts:

- **Artificial intelligence (AI):** "technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy" **(Zhai et al., 2021)** "is the study of agents that perceive their surroundings and take action." A rational agent is one that behaves in its surroundings in a way that maximizes its anticipated utility or produces the best expected result. **(Du-Harpur et al., 2020)**
- **The Woman Stereotype:** "A stereotype is a social shared belief about the characteristics (traits, expected behaviors, or roles) of a group of people, which are often overgeneralized, inaccurate, and resistant to new information. Female

stereotypes specifically refer to the widely held beliefs that exaggerate or simplify the psychological or behavioral differences between women and men, often assigning women to subordinate roles (e.g., domestic, emotional, nurturing) or focusing exclusively on physical appearance or sexuality. (Wood, 2019)

- **Women-oriented digital platforms** is an intentional, curated online environment (including social media networks, forums, dedicated apps, or digital communities) that is specifically designed, moderated, and utilized to serve the distinct social, professional, safety, or political needs of women and girls. (El Ouizgani, 2025)

b) Procedural concepts:

- **Artificial intelligence:** is a set of algorithms and technologies used by digital platforms to automate tasks, personalize content, and extract patterns from massive user data, with the goal of increasing engagement and retention on the platform.
- **The Egyptian Woman Stereotype:** A set of fixed and simplistic traits or roles that are amplified or reinforced in the content presented by digital platforms (whether raw or AI-generated), which limits the portrayal of Egyptian women in their diverse and inclusive roles in society.
- **Women-oriented digital platforms:** These are Egyptian/Arab websites, smartphone applications, or social media pages (Facebook, Instagram, TikTok) that dedicate a significant portion of their content or services to specifically targeting Egyptian women and clearly rely on artificial intelligence algorithms to filter content for female users.

7. Literature Review

c) Defining A.I.:

To put it briefly, artificial intelligence (A.I.) is an umbrella term for automated digital systems that use algorithms based on data to categorize, suggest, and decide. These systems can also learn from data. Although these assume different, context-

dependent shapes, the fundamental data-driven concepts are similar in terms of data analysis and computational procedures. **(Williamson 2018)**

A.I. comes in the form of hidden and visible data-driven solutions that automate processes and may attempt to simulate human behavior (e.g., chatbots, voice assistants). They increasingly “look at” and “listen to” users **(McStay 2018)**. A.I. is possibly a metaphorically more concrete concept than “big data” from a cognitive-linguistic viewpoint **(Lakoff and Johnson 2003)**, since it is often associated with robots, cyborgs, and other anthropomorphic entities **(Darling 2015)**. A.I. is versatile technology and experts share different perceptions of associated values and risks. Moreover, datafication and automation are abstract concepts; they are everywhere yet difficult to grasp. Definitions are inevitably contestable, and the perceived impact varies between the domains in which A.I. systems operate

Artificial intelligence (AI) is a system developed to simulate or exceed human intelligence in cognitive abilities such as learning, decision-making, adaptation, and innovation. This technological development has resulted in the widespread use of AI in various scientific fields, enhancing effectiveness and efficiency. For example, AI has helped trainers perform their tasks more successfully and effectively. **(Rahardja et al., 2019)**. AIs’ references include supercomputer, computer with power great processing cognitive, and functional abilities like a human interacting with a supercomputer **(Alakwe, 2023)**.

d) Social Media Platforms:

Social media (according to Kaplan and Heinlein, 2009) is defined as a set of Internet applications based on Web 2.0 principles that enable the creation and exchange of user-generated content. These technologies are changing the mechanisms of entrepreneurial engagement and enhancing their opportunities to connect with a greater number of stakeholders in the external environment of their business. **(Kaufmann & Shams, 2015)**. Social media offers organizations real-time communication tools

that, compared to conventional ones, are less expensive yet more practical (Kaplan & Haenlein, 2010). "The functionality of social media is presented as a honeycomb of seven building blocks, namely, identity, conversations, sharing, presence, relationships, reputation, and groups" (Md Dawot & Ibrahim, 2014).

Government and educational sectors can effectively leverage social media platforms to reach their target audiences and achieve optimal results. This is due to the platforms' ubiquitous and diverse nature (over 100 sites) and their continuous evolution towards user-centric design and efficient information dissemination. Social media achieves its networking goals through features designed for three core levels: **Individual Level:** Focuses on the user via personal profiles, unique content, and activity tracking. **Conversational Level:** Facilitates interaction through content sharing, topic identification, notifications, and information exchange. **Community Level:** Supports building connections and maintaining relationships among users. These robust features make social media an excellent, ready-made tool for institutions seeking to communicate broadly and strategically.

e) Relationship Among Internet, ICT, and Social Media Platforms

The spread of social media locally is intrinsically linked to the availability of information and communications technology (ICT) and the internet. Successful diffusion is achieved when individuals, technology, and government support combine. However, the speed of adoption of these platforms depends on several critical factors, most notably: the government's vision for the ICT sector, the cost of technology, internet speed, and the purchasing power of the population. There is a significant disparity in these factors between developed and developing countries. While people in developed countries can easily afford modern technologies thanks to their purchasing power, poorer countries face the additional challenge of a lack of ICT-related skills and competencies, which hinders their effective adoption of social media.

D. Women Entrepreneurs and Social Media Platforms

Technological advancements are a driving force for change in emerging economies. One of the most prominent applications of this is the role of social media in enhancing the social capital and self-efficacy of women in these countries, which contributes to their empowerment and greater success in entrepreneurship. **(Beninger et al., 2016)**. According to Statista data for 2022, East Asia and Southeast Asia lead the world's social media users, with a total of nearly two billion people. Furthermore, it was noted that female users outnumber male users on Facebook and Instagram: Facebook: 77% female users compared to 61% male users. Instagram: 44% female users compared to 36% male users. **(Pew Research Center, 2021)**. Global studies have confirmed the multiple opportunities offered by social media platforms and modern digital communication technologies for women's empowerment and participation. In developing countries, women are using these technologies (ICTs) as a tool to engage in societal dialogue about changing gender norms that govern behavior and demanding gender equality. **(Sanjeevni Gangwani et al., 2021)**.

"The social challenges facing women entrepreneurs, including lack of integration, dependency, and marginalization, have driven them to rely on social media platforms. This choice has yielded positive results thanks to the flexibility of these platforms and their superior ability to connect, communicate, and expand business networks." **(Francesca et al., 2017)**. Despite the positives, female entrepreneurs face negative challenges when using social media platforms, including exposure to harsh and disrespectful comments. They also face a constant struggle to achieve work-life balance and avoid prevailing gender stereotypes online, reflecting ongoing concerns about equality. Furthermore, prolonged engagement with these platforms can negatively impact privacy. Nevertheless, the literature has documented how female entrepreneurs can effectively use these technologies. This section will aim to expand the literature review on the usability of social media platforms by women-owned businesses. **(Shumi, 2022)**.

e. Features of artificial intelligence applications in media:
Participants highlighted several notable characteristics of AI applications in the media field, the most important of which are:

- High technical capability: These applications are characterized by rapid development, flexibility, low error rates, and the ability to implement complex operations using sophisticated technical processes specifically designed to suit professional performance.
- Data reliance: AI applications rely heavily on massive amounts of data, which is in line with the nature of information-based media work.
- Importance of the basic components: The importance of the three components (inputs, outputs, and technical processes) is highlighted as pivotal elements in the effectiveness of AI applications.

f. Challenges facing the applications of artificial intelligence in media globally and in the Arab world:
The applications of artificial intelligence in media face several challenges according to the participants, which can be summarized as follows:(Al Adwan et al., 2023)

- High Cost: The high cost of AI applications and technologies represents a major obstacle for organizations.
- Need for Skills Development: Media professionals and employees must be continuously trained and qualified to adapt to the changing smart environments and AI-driven media.
- Difficulty in Controlling Information: Lack of complete control over the information sources relied upon by AI.
- Societal Rejection: Resistance or lack of acceptance among the public in the Arab region of the rapid pace of AI application development.
- Legislative Shortcomings: Current laws and regulations are not adequate to regulate AI applications and keep pace with their rapid and successive updates.

- Technical Content Quality: The quality of communication content produced is affected by technical errors that may appear in AI applications.

Theoretical Framework:

8.1. Technological Determinism Theory:

The technological determinism theory of media is a modern theory that addresses the role of media and its impact on various societies. This theory focuses on examining the relationship between technology, society, and culture, and the impact of media technology on individual thinking and behavior. This theory is useful in understanding the transformations the world is witnessing today thanks to technology and digital media, and in analyzing the effects of these technologies on cultural identity and social interactions in our current era. (Hallström, 2022)

The theory is attributed to several thinkers and scholars, but among the key figures who contributed to its development is Marshall McLuhan. The basic idea McLuhan presents through this theory is that "a fundamental transformation in technological communication begins with profound effects, not only on social organization but also on human sensibilities." McLuhan asserted that all social change is a result of technological change. Therefore, this reductionist theory assumes that technology determines the structure of society and cultural values. (Yuniar et al., 2021)

A. The importance of technological determinism theory:

The importance of technological determinism theory lies in its provision of a framework for understanding that technology is not merely a neutral tool, but rather a fundamental force shaping societies and cultures. The importance of the theory lies in the following:

1. Understanding the Dynamics of Social Change: The theory helps explain how technological innovations lead to rapid changes in institutions, the social contract, or patterns of production and consumption, such as the transition from handicrafts to mechanized industries or from agricultural societies to technological societies. It provides a framework that

enables researchers to draw causal relationships between technology and society and assess the impact of new technologies. (Xu et al., 2025)

2. Guiding Public Policy and Planning: It helps policymakers anticipate how technology may require changes in educational infrastructure, and perhaps in legal and legislative structures to adapt societies to new technologies. It also provides a better understanding of social risks, such as unequal access to technology, the impact on the labor market, or those associated with digital transformation. (Carr, 2025)

3. Rejecting Cultural and Ideological Neutrality: The theory reminds us that technology is not neutral; The design, use, and adoption of technology are all laden with values, interests, and ideologies. This allows for a critical analysis of how technology is programmed to serve interests. The hypothesis also opens the door to discussing human agency—the extent to which people and communities can direct the use of technology rather than being directed by it. (Keçeci, 2025)

4. Contributing to education and technological awareness: In the educational context, the theory helps uncover students' perceptions that technology is "pre-ordained," meaning that it is something that cannot be influenced. This can undermine critical thinking and initiative. A recent study found that students perceive themselves as having little control over renewable energy technologies and projects. It promotes awareness that the choice of technology and how it is used shapes the future, encouraging civic engagement and ethical thinking in technology planning. (Mirzaie, 2025)

5. A Framework for Scientific Research and Social Theory: The theory is a source for questioning concepts such as technological development, technological neutrality, and technological independence. As an analytical concept, it allows for the division of determinism into "hard determinism" and "soft determinism." It also allows for intermediate concepts

such as "technological momentum," which combines social and technological influence over time.

B. Assumptions of Technological Determinism Theory:

The foundations of Marshall McLuhan's theory are that societies are always shaped by the nature of the media through which individuals communicate, rather than by the content of the communication (Jan et al., 2020). It explains the relationship between communication technology and society as a product of the processes of information production and representation and links the development of communication technology patterns to the patterns of society. Among the most prominent assumptions of the theory are the following:

- The medium is an extension of humans and their senses: that important technological inventions influence the formation of societies, and new media are an extension of humans, influencing their way of thinking and behavior. Electronic communication media have changed the distribution of sensory perception, or the proportions of sense use. (Webster, 2017)
- The medium is the message: The content of communication media cannot be viewed independently of the media. The way the media material is presented and the audience exposed to it influences its message, given the important role of the mediator.
- A distinction must be made between communication media: the audience is provided with more information in the case of cold communication media, such as television, compared to direct, hot communication media, such as widescreen cinema.
- The free-market drives audiences and customers toward the use of certain technologies. Technology adoption creates a snowball effect as more people/customers integrate technology into their daily lives. Meanwhile, new technologies remain constrained by social norms. (Tessema, 2021)
- The theory recognizes the existence of a technological system: created outside the scope of individuals. Fisher divides technology adoption into five key questions to investigate adoption: "Who adopts a device? With what intention? How do

they use it? What role has it played in their lives? How does its use change their lives?"

C. Objectives of Technological Determinism Theory:

Technological determinism aims to understand the complex relationship between technology and society through a set of objectives, including the following:

1. Explaining social change through technology: The theory seeks to understand how technological developments lead to fundamental changes in the social, economic, and political structure. (Lobelo et al., 2025)
2. Highlighting the role of technology as a driver of history: The theory demonstrates that technological progress is not merely a neutral tool, but rather a crucial element in determining the historical trajectory of societies. (Joyce et l., 2023)
3. Focusing on the impact of technological means on consciousness and behavior: The theory aims to explain how technology changes ways of thinking and communicating, not just lifestyles or production. (Țicău, 2021)
4. Clarifying the relationship between technological development and culture: The theory considers that culture is shaped by prevailing technologies, such that social values and norms are reshaped based on what these technologies impose. (Wyatt, 2023)
5. Criticizing romantic notions of technological neutrality: The theory asserts that technology is not neutral but rather carries values and orientations that profoundly influence society.
6. Encouraging critical thinking about technology adoption: It encourages thinking about the consequences of using technology before adopting it, given its ability to reshape social and human systems.

D. Criticisms of Technological Determinism:

Technological determinism is a social and cultural theory that assigns technology a fundamental, even decisive, role in shaping and developing society. The theory's roots go back to thinkers like Karl Marx, who believed that the means of production determine the superstructure of society. It later developed with thinkers like

Marshall McLuhan, who said, "The medium is the message." However, despite the importance of this theory in understanding the relationship between technology and society, it has been subjected to much criticism from researchers and thinkers who consider this view one-sided and neglects other factors in explaining social and cultural change. These factors include the following: (Thompson, 2021)

First: Ignoring social, political, and cultural factors: One of the most prominent criticisms of technological determinism is its neglect of the human and cultural element. This theory views technology as "imposing" itself on society, ignoring the fact that technological development itself is often the result of social, cultural, and political needs.

Second: Downplaying the role of human will and individual choices: The theory focuses on technology "driving" social change in a coercive manner, which diminishes the role of individuals and institutions in deciding how to use technology. Critics argue that society has the power to direct technology, not just the other way around, which contradicts the inflexible notion of determinism.

Third: Marginalizing economic and political dynamics: Technology is produced within economic and profit-oriented contexts, and large corporations often control its development and direct its use to serve their interests. However, technological determinism does not pay sufficient attention to these dynamics.

8.2. Uses and effects theory:

In view of the criticisms directed at the uses and gratifications approach (Hamad et al., 2013, p.169), including the inability to define the need, as there is not an appropriate range of psychological studies that clarify or explain the needs related to the communication process. Also, the absence of the concept of the active audience, and the absence of its determinants between interactivity and selectivity. It also seeks to generalize individual behavior to the social environment.

The uses and effects approach of Rubin and Kim (1997) comes to overcome the shortcomings of the uses and gratifications

approach, which views the use of the medium as an interaction between the person and the situation and ignores the effect resulting from this interaction. Hence the question about effects. Under specific exposure conditions and frameworks, the exposure process may be different, and thus, its effects will also be different according to a third variable, which is the audience activity variable. In general, the variables related to the selection of communication messages, exposure, and specific content attention can clarify the relationship between media messages and effects and thus overcome the disadvantages of both the uses and gratifications approach, which does not include the study of direct communication effects, and the direct effects approach (Littlejohn, 2002).

Bakers were able to distinguish between the use of communication media and their effects, by likening them to the water that people use for their health purposes and to irrigate land. As for ocean water and rain and their effect on the environment, they have nothing to do with human use, meaning that some of the effects of communication media depend on human use, and some of it depends on its content (Saad, 2012)

If the uses and gratifications approach assume that the audience chooses a specific media outlet or messages to satisfy a specific need or needs, it also assumes that people's values, interests, and social roles have the prior ability to formulate and choose what they believe in through what they read, watch, or hear from the media (Rizkallah & Razzouk, 2006). It also achieves three main goals:

1. Seeking to discover how individuals use communication media, by looking at the active audience that can choose and use the media that satisfy its needs and expectations.
2. Explaining the motives for exposure to a specific means of communication and the interaction that occurs because of this exposure.
3. Confirming the results of communication media with the aim of understanding the mass communication process (Katz et al., 1973).

Study variables:

- **Independent variable:** Employing artificial intelligence (AI) technologies
- **Dependent Variable:** Changing the stereotype of women.
- **Mediating variable:** Demographic factors of the sample such as residence, age, educational level, and marital status

Research Methodology:

This research is a descriptive study based on a media survey approach, using a questionnaire and a sample, the study was conducted on a random sample of (202 Egyptian women, aged between 18 and 50).

Research hypotheses:

H.1: There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women.

H.2: There are statistically significant differences in the level of impact of artificial intelligence technologies on the stereotype of women, attributed to the age variable (for the study sample members).

H.3: There are statistically significant differences in the level of impact of artificial intelligence technologies on the stereotypical image of women, attributed to the variable of educational level (for individuals in the study sample).

H.4: There is a statistically significant positive relationship between the rate of follow-up of women's platforms and the use of artificial intelligence on them, and the level of stereotyping among the respondents.

H.5: Women's Egyptian platforms that employ AI technologies can represent women in both traditional and modern roles

Data Analysis:

Statistical analysis by using SPSS to interpret patterns

10-Data analysis and interpretation:**a. Introduction:**

This chapter reflects the field study that was carried out to investigate the participation of women in feminist agendas online.

the field research will attempt to quantify the degree of exposure of women to these messages, their perception of such messages, and how they perceive and react to feminist discourse in the cyberspace. The results will be discussed concerning the most critical questions of the study, providing the information about the opportunities and the challenges the social media brings to the situation of women in the Egyptian and regional context concerning the issues which women face.

b. Demographic Characteristics of Respondents

The demographic details of the participants in the study are shown in this section. Understanding these Qualities are crucial for analyzing the outcomes, since elements such as marital status, age, educational level, and place of residence may influence women's attitudes and responses towards feminist issues on social media platforms. The following tables illustrate the distribution of respondents according to these variables.

Table (1): Marital Status of Respondents

Marital Status	frequency	percent	valid percent	cumulative percent
Widowed	8	4.0	4.0	4.0
Single	58	28.7	28.7	32.7
Married	97	48.0	48.0	80.7
Divorced	39	19.3	19.3	100.0
Total	202	100.0	100.0	100.0

According to the results, almost half of the participants were married (48.0%), and 28.7% were single. Fewer of them were divorced (19.3) and widowed (4.0%). It demonstrates that the sample consisted of a variety of marital statuses with most married women.

Table (2): Respondents' Ages

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18 to less than 25 years	35	17.3	17.3	17.3
50 years and above	27	13.4	13.4	30.7

25 to less than 35 years	65	32.2	32.2	62.9
35 to less than 50 years	75	37.1	37.1	100.0
Total	202	100.0	100.0	100.0

The distribution of respondents' ages shows that the largest group were aged **35 to less than 50 years (37.1%)**, followed by those aged **25 to less than 35 years (32.2%)**. Meanwhile, **17.3%** were in the youngest age group (18 to less than 25 years), and **13.4%** were **50 years and above**. This suggests that the sample is largely composed of women in their middle adulthood

Table (3): Educational Level of Respondent

Education	frequency	percent	valid percent	cumulative percent
University degree	96	47.5	47.5	47.5
Postgraduate degree (Master's/PhD)	67	33.2	33.2	80.7
Secondary/Intermediate education	39	19.3	19.3	100.0
Total	202	100.0	100.0	100.0

The findings show that almost half of the respondents held a **university degree (47.5%)**, while **33.2%** had a **postgraduate degree (Master's/PhD)**. A smaller indicates that most of the samples are highly educated, which may influence their awareness and attitudes towards women's issues.

Table (4): Respondents' Residential Location

Place of Residence	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	105	52.0	52.0	52.0
Rural	97	48.0	48.0	100.0
Total	202	100.0	100.0	100.0

The results demonstrate that slightly Over 50% of those surveyed reside in cities (**52.0%**), while **48.0%** reside in **rural areas**. This distribution's relative balance guarantees that both urban and rural viewpoints are reflected in the study.

Descriptive Statistics Results:

• **Axis 1: The Rate of Female Respondents' Follow-up of Women's Platforms**

Q1- To what extent do you follow women's platforms?

Table (5): The extent to which the study sample followed women's platforms

Category	Frequency	Percentage %
Always	55	27.2
Sometimes	117	57.9
Rarely	30	14.9

The mean score (1.88)

indicates that, on average, respondents tend to follow women's platforms between 'always' and 'sometimes'. The relatively low standard deviation (0.638) suggests that responses were consistent.

Q2- How often do you follow women's platforms?

Table (6): The study sample's follow-up rate for women's platforms

Category	Frequency	Percentage %
Daily	35	17.3
Twice a week	74	36.6
Three times a week	80	39.6
More than three times every week	12	5.9

The mean score (2.34) shows that, on average, respondents follow women's platforms about two to three times per week. The standard deviation (0.835) indicates a moderate variation among responses.

Q3- How much time do you spend watching women's platforms?

Table (7): The time the study sample spends following the platforms

Category	Frequency	Percentage %
Less than one hour	28	13.9
1-2 hours	64	31.7
2-3 hours	95	47.0
More than 3 hours	14	6.9

The mean score (2.47) suggests that respondents, on average, spend between 2-3 hours on women's platforms. The

standard deviation (0.819) shows that responses varied moderately around this average.

Q4- What type of women's platforms do you prefer to follow?

Table (8): The type of platforms you prefer to watch

Category	Frequency	Percentage %
Beauty & Fashion	19	9.4
Social platforms	69	34.2
Health platforms	89	44.1
Cultural platforms	25	12.4

The mean score (2.59) reveals that the preferred type of platform leans more towards health and social platforms. The standard deviation (0.825) indicates a moderate spread in preferences among respondents.

Q5- The following statements represent the motives for watching women's platforms: Please select how much you agree or disagree with each statement.

Table (9): Motivations for watching women's platforms

Utilitarian Motives

1-Provides practical information that helps me develop life and professional skills:

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Completely Agree	18	8.9	8.9	8.9
Agree	63	31.2	31.2	40.1
Neutral	91	45.0	45.0	85.1
Disagree	25	12.4	12.4	97.5
Totally Disagree	5	2.5	2.5	100.0

Most respondents (45%) were neutral, while about 40% agreed, indicating moderate endorsement of the item.

2-Offers reliable knowledge that contributes to better decision-making in family and work

Response	frequency	Percent	valid percent	cumulative percent
Completely Agree	30	14.9	14.9	14.9

Agree	73	36.1	36.1	51.0
Neutral	79	39.1	39.1	90.1
Disagree	15	7.4	7.4	97.5
Strongly Disagree	5	2.5	2.5	100.0

Over half of the respondents agreed or strongly agreed (51%), while 39% remained neutral.

3-Provides applicable advice that improves my daily life quality

Response	Frequency	Percent	valid percent	cumulative percent
Completely Agree	23	11.4	11.4	11.4
Agree	67	33.2	33.2	44.6
Neutral	83	41.1	41.1	85.6
Disagree	26	12.9	12.9	98.5
Strongly Disagree	3	1.5	1.5	100.0

A large share (41%) was neutral, and 44.6% agreed, showing a balanced but slightly positive orientation.

4-Allows me to learn from successful women's experiences

Response	frequency	percent	valid percent	cumulative percent
Completely agree	22	10.9	10.9	10.9
Agree	66	32.7	32.7	43.6
Neutral	77	38.1	38.1	81.7
Disagree	30	14.9	14.9	96.5
Totally Disagree	7	3.5	3.5	100.0

While 43.6% agreed, 38% were neutral and 18% disagreed, indicating mixed responses with a slight positive tendency.

Ritualistic Motives

1. Daily Routine (Comfort/Relaxation)

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	32	15.8	15.8	15.8
Agree	60	29.7	29.7	45.5
Neutral	81	40.1	40.1	85.6

Disagree	27	13.4	13.4	99.0
Strongly Disagree	2	1.0	1.0	100.0

40% of participants were neutral, while 45.5% agreed or strongly agreed. This suggests moderate endorsement of daily routine use.

2. Belonging to a Women's Community

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	63	31.2	32.3	32.3
Agree	15	7.4	7.7	40.0
Neutral	86	42.6	44.1	84.1
Disagree	31	15.3	15.9	100.0

Although one-third strongly agreed, 44% were neutral, reflecting mixed feelings about belonging to a community.

3. Entertainment and Leisure

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	9.9	9.9	9.9
Agree	68	33.7	33.7	43.6
Neutral	70	34.7	34.7	78.2
Disagree	37	18.3	18.3	96.5
Strongly Disagree	7	3.5	3.5	100.0

Nearly 44% agreed that the platforms are a source of entertainment, while 35% were neutral and 22% disagreed.

4. Emotional Connection and Appreciation

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	9	4.5	4.5	4.5
Agree	46	22.8	22.8	27.2
Neutral	97	48.0	48.0	75.2
Disagree	46	22.8	22.8	98.0
Strongly Disagree	4	2.0	2.0	100.0

Almost half (48%) were neutral on emotional connection, with responses divided between agreement (27%) and disagreement (25%).

5. Cultural Identity and Shared Values

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	8	4.0	4.0	4.0
Agree	37	18.3	18.3	22.3
Neutral	89	44.1	44.1	66.3
Disagree	54	26.7	26.7	93.1
Strongly Disagree	14	6.9	6.9	100.0

A large share (44%) was neutral on cultural identity, while 33% disagreed and only 22% agreed, suggesting weak consensus.

Q6- What are the women's issues you prefer to follow on women's platforms?

Table (10): Preferred Issues Followed

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Economic empowerment & work opportunities	1	0.5	0.7	0.7
Reproductive & public health	14	6.9	9.4	10.1
Family & social relations	43	21.3	28.9	38.9
Women's rights & equality in education/work	62	30.7	41.6	80.5
Violence against women & legal protection	18	8.9	12.1	92.6
Showcasing successful women	9	4.5	6.0	98.7
Fashion, beauty & lifestyle	2	1.0	1.3	100.0

The most followed issues were women's rights and equality (42%) and family/social relations (29%), while economic empowerment and fashion scored lowest.

Q7- How much do you trust women's platforms to get information on issues you care about?

Table (11): Trust in Platforms

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Trust	6	3.0	3.0	3.0
Trust	40	19.8	19.8	22.8
Neutral	81	40.1	40.1	62.9
Do not trust	58	28.7	28.7	91.6
Do not trust at all	12	5.9	5.9	97.5
Other	5	2.5	2.5	100.0

Trust levels are generally low: only 23% expressed trust, while 35% expressed distrust and 40% were neutral.

Q8- How much does following women's platforms affect your general attitude towards the issues you care about?

Table (12): Influence on Attitudes

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Very strong influence	17	8.4	8.4	8.4
Strong influence	73	36.1	36.1	44.6
Neutral	75	37.1	37.1	81.7
Weak influence	30	14.9	14.9	96.5
Very weak influence	7	3.5	3.5	100.0

Nearly half (44.5%) reported strong influence, 37% were neutral, and 18% perceived little or no influence.

Axis2: The study sample's use of women's platforms supported by artificial intelligence technologies.

Q9 – How much do you follow women's platforms powered by AI technology?

Table (13): Frequency of Following AI-Supported Platforms

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Always	27	13.4	13.4	13.4
Sometimes	119	58.9	58.9	72.3
Rarely	56	27.7	27.7	100.0

Most respondents (59%) reported that they sometimes follow AI-supported platforms, while 28% rarely followed and only 13%

followed them always. This indicates occasional rather than regular engagement.

Q10 – In which of the following areas do you see the use of AI technologies on women's platforms?

Table (14): Fields Where AI is Observed in Women's Platforms

Field	Frequency	Percent	Valid Percent	Cumulative Percent
Empowerment of Women	14	6.9	6.9	6.9
Awareness for Women	61	30.2	30.2	37.1
Support & Guidance	89	44.1	44.1	81.2
Promotion of Women's Businesses	38	18.8	18.8	100.0

The most common area where AI was observed was in providing support and guidance (44%), followed by awareness activities (30%). Empowerment (7%) and promotion of women's businesses (19%) were mentioned less frequently.

Q11 – What are your sources of knowledge about women's platforms powered by AI technologies?

Table (15): Sources of Knowledge about AI-Supported Women's Platforms

Source	Frequency	Percent	Valid Percent	Cumulative Percent
Social media	8	4.0	4.0	4.0
Internet	32	15.8	15.8	19.8
Television	77	38.1	38.1	57.9
Academic Education	63	31.2	31.2	89.1
Forums	17	8.4	8.4	97.5
Online Newspapers	5	2.5	2.5	100.0

Television (38%) and academic education (31%) were the main sources of knowledge about AI-supported platforms, while online newspapers (3%) and social media (4%) played only a minor role.

Q12- How do you evaluate the use of artificial intelligence technologies in women's platforms?

Table (16): Evaluating the use of artificial intelligence technologies in women's platforms

- Improving the quality of women's platforms

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	25	12.4	12.4	12.4
Agree	64	31.7	31.7	44.1
Neutral	76	37.6	37.6	81.7
Disagree	33	16.3	16.3	98.0
Strongly Disagree	4	2.0	2.0	100.0

Around 44% agreed, while 18% disagreed. A large portion (38%) remained neutral.

- Content relevance to women's needs

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	7	3.5	3.5	3.5
Agree	27	13.4	13.4	16.8
Neutral	101	50.0	50.0	66.8
Disagree	53	26.2	26.2	93.1
Strongly Disagree	14	6.9	6.9	100.0

Half of respondents (50%) were neutral, while 33% expressed disagreement, indicating uncertainty about relevance.

- Diversity of content formats

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	9	4.5	4.5	4.5
Agree	33	16.3	16.3	20.8
Neutral	80	39.6	39.6	60.4
Disagree	61	30.2	30.2	90.6
Strongly Disagree	19	9.4	9.4	100.0

Only 21% agreed, while 40% disagreed. Neutral responses dominated (40%).

- Enhancing interactivity with women

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	8	4.0	4.0	4.0
Agree	34	16.8	16.8	20.8
Neutral	95	47.0	47.0	67.8
Disagree	47	23.3	23.3	91.1
Strongly Disagree	18	8.9	8.9	100.0

Nearly half (47%) were neutral, with 32% showing disagreement and only 21% in agreement.

- Saving time and effort in content design

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	12	5.9	5.9	5.9
Agree	39	19.3	19.3	25.2
Neutral	86	42.6	42.6	67.8
Disagree	52	25.7	25.7	93.6
Strongly Disagree	13	6.4	6.4	100.0

25% agreed that AI saves time/effort, 32% disagreed, while the largest share (43%) remained neutral.

Axis 3: Artificial Intelligence Technologies and Women's Platforms

Q13- Name the AI-powered women's platform you'd like to follow?

Table (17): Preferred AI-supported Women's Platforms

Platform	Frequency	Percent	Valid Percent
Egyptian Women Support Platform – NCW	28	13.9%	18.8%
Nour Imam Entrepreneurship Platform	43	21.3%	28.9%
You Matter	38	18.8%	25.5%
Women's Empowerment Initiative	26	12.9%	17.4%
Women's Empowerment Initiative	8	4.0%	5.4%

Egypt Women in Tech Platform	6	3.0%	4.0%
Total (valid)	149	73.8%	100%
Missing (system)	53	26.2%	—

The most frequently selected platforms were Nour Imam Entrepreneurship (28.9%) and You Matter (25.5%), followed by the NCW Women's Support Platform (18.8%). This suggests stronger awareness and preference for entrepreneurial and empowerment-oriented platforms.

Q14- Positive AI Impacts on Women's Platforms:

Table (18): Positive AI Impacts on Women's Platforms

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Analyzing audience interests to provide suitable content	28	13.9%	13.9%	13.9%
Suggesting new topics based on audience interests	104	51.5%	51.5%	65.3%
Producing more interactive and personalized content	70	34.7%	34.7%	100.0%
Total	202	100.0%	100.0%	

The results show that the most significant positive impact of AI on women's platforms is suggesting new topics based on audience interests (51.5%). This indicates that AI is seen as a strong driver for content innovation. Meanwhile, 34.7% valued its role in making content more interactive and personalized, while only 13.9% emphasized its use in analyzing audience interests. These findings suggest that AI is primarily appreciated for its content creativity and personalization capabilities rather than audience analysis alone.

Q15- Negative Impacts of AI on Women's Content Platforms:**Table (19): Negative Impacts of AI on Women's Content Platforms**

- **Excessive reliance on AI reduces human role in media creativity**

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	30	14.9%	14.9%	14.9%
Agree	65	32.2%	32.2%	47.0%
Neutral	74	36.6%	36.6%	83.7%
Disagree	29	14.4%	14.4%	98.0%
Strongly Disagree	4	2.0%	2.0%	100.0%
Total	202	100.0%	100.0%	

Nearly half of respondents (47.1%) agreed that overreliance on AI reduces human creativity, while 36.6% were neutral.

- **AI-generated content lacks human and emotional dimension**

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	15	7.4%	7.4%	7.4%
Agree	57	28.2%	28.2%	35.6%
Neutral	81	40.1%	40.1%	75.7%
Disagree	42	20.8%	20.8%	96.5%
Strongly Disagree	7	3.5%	3.5%	100.0%
Total	202	100.0%	100.0%	

About 35.6% agreed that AI content lacks human/emotional depth, while 40.1% remained neutral.

- **AI use raises privacy concerns and data collection issues**

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	10	5.0%	5.0%	5.0%
Agree	43	21.3%	21.3%	26.2%
Neutral	87	43.1%	43.1%	69.3%
Disagree	51	25.2%	25.2%	94.6%

Strongly Disagree	11	5.4%	5.4%	100.0%
Total	202	100.0%	100.0%	

A majority (43.1%) were neutral on privacy concerns, while around 26.3% expressed agreement.

- AI reliance may reduce job opportunities in media

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	12	5.9%	5.9%	5.9%
Agree	38	18.8%	18.8%	24.8%
Neutral	85	42.1%	42.1%	66.8%
Disagree	57	28.2%	28.2%	95.0%
Strongly Disagree	10	5.0%	5.0%	100.0%
Total	202	100.0%	100.0%	

Over 42% of participants were neutral regarding job reduction, while 24.7% agreed.

Q16- Type of Women's Platforms that AI Can Contribute to Improving:

Table (20): Type of Women's Platforms that AI Can Contribute to Improving

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Educational women's platforms	26	12.9%	12.9%	12.9%
Social women's platforms	71	35.1%	35.1%	48.0%
Awareness-oriented women's platforms	83	41.1%	41.1%	89.1%
Guidance-oriented women's platforms	22	10.9%	10.9%	100.0%
Total	202	100.0%	100.0%	

The results show that respondents believe AI can contribute most to improving awareness-oriented women's platforms (41.1%), followed by social women's platforms (35.1%).

Educational platforms were mentioned by 12.9% of respondents, while only 10.9% pointed to guidance-oriented platforms. This indicates that AI is primarily perceived as a tool to raise awareness and strengthen social engagement, more than for educational or guidance purposes. The mean value (2.50) reflects a moderate tendency toward awareness and social-oriented platforms as the main beneficiaries of AI integration.

Q17: Difficulties in Accessing AI-Supported Women's Platforms:

Table (21: Difficulties in Accessing AI-Supported Women's Platforms

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	79	39.1	39.1	39.1
Sometimes	113	55.9	55.9	95.0
No	10	5.0	5.0	100.0
Total	202	100.0	100.0	100.0

The results show that most respondents (55.9%) indicated that women sometimes face difficulties in accessing AI-supported women's platforms, while 39.1% reported clear difficulties. Only 5% of respondents stated that they do not face any difficulties. This highlights a significant challenge in accessibility that may hinder effective utilization of these platforms.

Q18- Key Challenges Facing Egyptian Women in Accessing AI-Supported Women's Platforms

Table (22): Challenges Facing Egyptian Women in Accessing AI-Supported Women's Platforms

Challenge	Frequency	Percent	Valid Percent	Cumulative Percent
Low awareness among women about these platforms	22	10.9	16.2	16.2
Weak internet connectivity	70	34.7	51.5	67.6
Lack of time due to family and professional responsibilities	36	17.8	26.5	94.1

Fear of exposure to cyber violations	6	3.0	4.4	98.5
High subscription costs required by some platforms	2	1.0	1.5	100.0
Total (Valid)	136	67.3	100.0	

The results show that the primary challenge facing women is weak internet connectivity (51.5% of valid responses), followed by lack of time due to family and professional responsibilities (26.5%). Low awareness among women about these platforms also constitutes a notable barrier (16.2%). In contrast, fewer participants highlighted fears of cyber violations (4.4%) or high subscription costs (1.5%) as major obstacles. These findings suggest that infrastructural and time-related constraints are the most pressing issues limiting women's access to AI-supported women's platforms in Egypt.

Q-19: Do these platforms highlight exemplary Egyptian female role models?

Table (23): platforms highlight exemplary Egyptian female role models

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	23	11.4	11.4	11.4
Sometimes	72	35.6	35.6	47.0
No	89	44.1	44.1	91.1
Not sure	18	8.9	8.9	100.0
Total	202	100.0	100.0	100.0

Most respondents (44.1%) believe these platforms do not consistently spotlight exemplary Egyptian women, while 35.6% reported that this happens only sometimes. Only 11.4% confirmed frequent emphasis.

Q-20: How do you rate these platforms' efforts to present women in positive roles to break stereotypes?

Table (24): platforms' efforts to present women in positive roles to break stereotypes

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	13	6.4	6.4	6.4
Agree	70	34.7	34.7	41.1
Neutral	81	40.1	40.1	81.2
Disagree	30	14.9	14.9	96.0
Strongly Disagree	8	4.0	4.0	100.0
Total	202	100.0	100.0	100.0

The distribution leans toward neutrality (40.1%) with 41.1% in agreement (Agree/Strongly Agree), suggesting moderate recognition of positive-role presentation but with substantial caution or mixed views.

Q- 21: Do these platforms shape your awareness of key women's issues?

Table (25): platforms shape your awareness of key women's issues

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	38	18.8	18.8	18.8
To some extent	116	57.4	57.4	76.2
No	48	23.8	23.8	100.0
Total	202	100.0	100.0	100.0

A majority (57.4%) reported that platforms shape their awareness to some extent, while 18.8% said yes and 23.8% said no—indicating partial but not comprehensive influence on awareness

Research hypotheses:

H.1: There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women, the

following table presents the analysis of responses to the question related to First hypotheses.

Table (26): Results of chi square Test for There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women.

	X ²	df	Sig. (2-tailed)
AI weakens the attractiveness of women's platforms	7.341	200	.000
What are the main roles in which women appear on these platforms	6.669	200	.000
Do you agree that employing AI in these platforms helped reflect a realistic image of Egyptian women and their issues?	6.695	200	.008
Can these modern technologies produce realistic women's content on these platforms, or do we still need human intervention?	11.669	200	.000

The previous table shows the following:

- The results of the statistical analysis confirmed that **There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women.** The significance value (Sig.) was less than 0.05, indicating that this result did not occur by chance and supports the acceptance of the main hypothesis.

H.2: There are statistically significant differences in the level of impact of artificial intelligence technologies on the stereotype of women, attributed to the age variable (for the study sample members). The following table presents the analysis of responses to the question related to age

Table (27) : Results ANOVA Test for age

		Sum of Squares	df	Mean Square	F	Sig.
AI weakens the attractiveness of women's platforms	Between Groups	3.706	3	1.235	3.298	.072
	Within Groups	56.196	198	.375		
	Total	59.903	201			
What are the main roles in which women appear on these platforms?	Between Groups	2.631	3	.877	2.371	.073
	Within Groups	55.480	198	.370		
	Total	58.110	201			
Do you agree that employing AI in these platforms helped reflect a realistic image of Egyptian women and their issues?	Between Groups	.869	3	.290	.435	.728
	Within Groups	99.813	198	.665		
	Total	100.682	201			
Can these modern technologies produce realistic women's content on these platforms, or do we still need human intervention?	Between Groups	.870	3	.290	.881	.453
	Within Groups	49.396	198	.329		
	Total	50.266	201			

The previous table shows the following:

- The results of the statistical analysis showed that **there are no statistically significant differences in the level of impact of artificial intelligence technologies on the stereotype of women, attributed to the age variable**, The significance level (Sig.) was greater than 0.05, indicating that the effect is not statistically significant and thus the second hypothesis is rejected.

H.3: There are statistically significant differences in the level of impact of artificial intelligence technologies on the

stereotypical image of women, attributed to the variable of educational level (for individuals in the study sample). The following table presents the analysis of responses to the question related to **education**

Table (28): Results ANOVA Test for education

		Sum of Squares	df	Mean Square	F	Sig.
AI weakens the attractiveness of women's platforms	Between Groups	.838	3	.279	.666	.574
	Within Groups	62.928	198	.420		
	Total	63.766	201			
What are the main roles in which women appear on these platforms?	Between Groups	1.218	3	.406	.957	.415
	Within Groups	63.639	198	.424		
	Total	64.857	201			
Do you agree that employing AI in these platforms helped reflect a realistic image of Egyptian women and their issues?	Between Groups	3.122	3	1.041	2.279	.082
	Within Groups	68.489	198	.457		
	Total	71.610	201			
Can these modern technologies produce realistic women's content on these platforms, or do we still need human intervention?	Between Groups	2.752	3	.917	2.083	.105
	Within Groups	66.085	198	.441		
	Total	68.838	201			

The previous table shows the following:

- The results of the statistical analysis showed **that there are no statistically significant differences in the level of impact of artificial intelligence technologies on the stereotypical image of women**, attributed to the variable of educational level (for individuals in the study sample), The significance level (Sig.) was greater than 0.05, indicating that the effect is not statistically significant and thus the third hypothesis is rejected.

H.4: There is a statistically significant positive relationship between the rate of follow-up of women's platforms and the use of artificial intelligence on them, and the level of stereotyping among the respondents. The following table presents the analysis of responses to the question related to fourth hypotheses.

Table (28): Results of chi square Test for statistically significant positive relationship between the rate of follow-up of women's platforms and the use of artificial intelligence on them, and the level of stereotyping among the respondents.

	X ²	df	Sig. (2-tailed)
AI weakens the attractiveness of women's platforms	8.351	200	.000
What are the main roles in which women appear on these platforms	6.679	200	.000
Do you agree that employing AI in these platforms helped reflect a realistic image of Egyptian women and their issues?	6.699	200	.004
Can these modern technologies produce realistic women's content on these platforms, or do we still need human intervention?	11.668	200	.000

The previous table shows the following:

- The results of the statistical analysis showed that there IS statistically significant positive relationship between the rate of follow-up of women's platforms and the use of artificial intelligence on them, and the level of stereotyping among the respondents, The significance level (Sig.) was less than 0.05, indicating that the relationship is statistically significant and thus the second hypothesis is accepted.

H.5: Women's Egyptian platforms that employ AI technologies can represent women in both traditional and modern roles, the following table presents the analysis of responses to the question related to fifth hypotheses.

Table (29): Results of One-Sample Test for: Women's Egyptian platforms that employ AI technologies can represent women in both traditional and modern roles

One-Sample Test

Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you agree that employing AI in these platforms helped reflect a realistic image of Egyptian women and their issues?	7.341	201	.000	.37013	.2705	.4697

The previous table shows the following:

- The results of the statistical analysis confirmed that **There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women.** The significance value (Sig.) was less than 0.05, indicating that this result did not occur by chance and supports the acceptance of the main hypothesis.

Table (30) : Summary of results of hypothesis tests

hypothesis	result
H.1: There is a statistically significant relationship between the use of artificial intelligence technologies in Egyptian women's platforms and changing the stereotypical image of women.	acceptance
H.2: There are statistically significant differences in the level of impact of artificial intelligence technologies on the stereotype of women, attributed to the age variable (for the study sample members).	rejection
H.3: There are statistically significant differences in the level of impact of artificial intelligence technologies on the stereotypical image of women, attributed to the variable of educational level (for individuals in the study sample).	rejection
H.4: There is a statistically significant positive relationship between the rate of follow-up of women's	acceptance

platforms and the use of artificial intelligence on them, and the level of stereotyping among the respondents.	
H.5: Women's Egyptian platforms that employ AI technologies can represent women in both traditional and modern roles	acceptance

Conclusion:

- The majority sometimes follow women's platforms (57.9%), with a significant portion following always (27.2%).
- The most common frequency is three times a week (39.6%), closely followed by twice a week (36.6%). The average follow-up is about two to three times per week (mean score 2.34).
- The largest group spends 2–3 hours following the platforms (47.0%), with the average time falling in this range (mean score 2.47).
- Health platforms (44.1%) and social platforms (34.2%) are the preferred types.
- The top two issues are Women's rights & equality in education/work (41.6% of valid responses) and Family & social relations (28.9%).
- Nearly half (44.5%) reported a strong influence of the platforms on their general attitude towards the issues they care about.
- Trust levels are relatively low, with only 22.8% expressing trust, compared to 34.6% expressing distrust, and the majority (40.1%) remaining neutral.
- The study results demonstrated a statistically significant relationship between the use of artificial intelligence technologies on Egyptian women's platforms and changing the stereotypical image of women.
- The study proved that there are no statistically significant differences in the level of impact of artificial intelligence technologies on the stereotypical image of women.
- The study demonstrated that there were no statistically significant differences in the level of impact of artificial intelligence technologies on the stereotypical image of women attributable to the age variable.

- The results demonstrated a statistically significant positive relationship between the rate of follow-up of women's platforms and the use of artificial intelligence on them, and the level of stereotyping among respondents.
- The results demonstrated that there is a statistically significant relationship between the use of artificial intelligence technologies on Egyptian women's platforms and changing the stereotypical image of women.

Recommendations:

- These recommendations are directed primarily at the AI developers and technology partners working with Egyptian women's platforms.
- These recommendations are for **Egyptian women's platforms, media organizations, and content creators** utilizing AI.
- All high-impact AI decisions (such as blocking an account or filtering sensitive content) must include a final human review, with an explainable explanation for the user of how the system reached its decision.
- Developing AI analytics tools to identify positive and impactful content about women's successes in various fields, then using recommendation algorithms to increase the reach of this content to a broader user base.
- Organizing workshops and awareness campaigns on platforms to explain how AI works and how it can reverse or reduce biases, empowering women to become informed users and contributors to shaping technology.
- Launching funding initiatives and training programs aimed at increasing women's participation in AI and Big Data science and encouraging women to occupy leadership positions in technology development.
- Holding digital platforms legally responsible for harmful content and obligating them to cooperate with national mechanisms concerned with women's affairs (such as the National Council for Women) when formulating and implementing cybersecurity and digital transformation policies.

Proposed studies:

- Evaluating the impact of recommendation algorithms on the Egyptian public's exposure to non-stereotypical images of women
- Evaluating the extent to which the Egyptian Charter for Responsible Artificial Intelligence responds to the needs of protecting women from bias and harmful algorithms.
- The role of women's platforms and civil society in AI governance in Egypt
- The effectiveness of an AI-based positive content generation application in breaking stereotypes.
- Comparison between national AI legislation and “gender governance” requirements in Egypt.
- Evaluating the impact of women's capacity building programs in artificial intelligence on reducing gender bias in work teams.

References:

1. Abdel-Aziz, O. E. S., & Ibrahim, M. R. (2022). The societal impact of employing artificial intelligence techniques in traditional and modern media: a second level. *The Egyptian Journal of Media Research*, 2022(80), 1901-1954.
2. Abdelbary, O., & Shreaf, A. (2024). The Role of Artificial Intelligence in Women's Empowerment in the Labor Market: A Field Study on a Sample of Women Working in the Tech Sector. *Pakistan Journal of Life & Social Sciences*, 22(2).
3. Al Adwan, M. N., Mahmoud, M. A. A., Abdallah, R., Abokhoza, R., & Taha, S. (2023). The impact of artificial intelligence applications on media industries: a prospective study. *J. Namibian Stud. Hist. Polit. Cult.*, 33, 721-734.
4. Alakwe, K. (2023). Human Dignity in the Era of Artificial Intelligence and Robotics: Issues and Prospects. *Journal of Humanities and Social Sciences Studies*, 5(6), 87-97
5. Alateeg, S., & Al-Ayed, S. (2024). Exploring the role of artificial intelligence technology in empowering women-led startups. *Knowledge and Performance Management*, 8(2), 28.
6. Beninger, S., Ajjan, H., Mostafa, R. B., & Crittenden, V. L. (2016). A road to empowerment: Social media use by women entrepreneurs in Egypt. *International Journal of Entrepreneurship and Small Business*, 27(2- 3), 308-332
7. Carr, C. T. (2025). Computer-mediated communication: A theoretical and practical introduction to online human communication. Rowman & Littlefield.
8. Darling K (2015) Who's Johnny?" Anthropomorphic framing in human-robot interaction, integration, and policy.
9. Du-Harpur, X., Watt, F. M., Luscombe, N. M., & Lynch, M. D. (2020). What is AI? Applications of artificial intelligence to dermatology. *British Journal of Dermatology*, 183(3), 423-430.
10. El Ouizgani, I. (2025). BRIDGING EDUCATION AND WORK: A SYSTEMATIC REVIEW OF WOMEN'S INTEGRATION IN THE PLATFORM ECONOMY. *EDULEARN25 Proceedings*, 1326-1334.
11. Francesca, M. C., Paola, D., & Paola, P. (2017). Women in business and social media: Implications for female entrepreneurship in emerging countries. *African Journal of Business Management*, 11(14), 316-326. doi:10.5897/AJBM2017.8281
12. Hallström, J. (2022). Embodying the past, designing the future: technological determinism reconsidered in technology

- education. International Journal of Technology and Design Education, 32(1), 17-31.
13. Hamad, A., S., et al. (2013). *Research Methods in New Media*, Cairo: Al-Wael Al-Sayeb for Production, Distribution and Publishing.
 14. Iqbal, M., Shuaib, M., Muhammad, N., & Ahmed, M. (2025). Artificial Intelligence in Education and its Influence on Women Socio-Cultural Empowerment: A Female Teachers' Perspective. *Journal of Social Sciences Research & Policy*, 3(2), 108-116.
 15. Jan, A., Naz, S., Khan, O., & Khan, A. Q. (2020). Marshal McLuhan's technological determinism theory in the arena of social media. *Theoretical and Practical Research in Economic Fields*, 11(2), 133-137.
 16. Joyce, S., Umney, C., Whittaker, X., & Stuart, M. (2023). New social relations of digital technology and the future of work: beyond technological determinism. *New technology, work and employment*, 38(2), 145-161.
 17. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
 18. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The public opinion quarterly*, 37(4), 509-523.
 19. Kaufmann, H., & Shams, S. M. R. (2015). *Entrepreneurial challenges in the 21st century*. London: Palgrave Macmillan. Retrieved from <http://www.palgraveconnect.com/doi/10.1057/9781137479761>
 20. Keçeci, M. (2025). Hyperreal Transformations and Applications of Keçeci Numbers in a Neutrosophic Framework.
 21. Li, Y., Tolosa, L., Rivas-Echeverria, F., & Marquez, R. (2025). Integrating AI in education: Navigating UNESCO global guidelines, emerging trends, and its intersection with sustainable development goals.
 22. Littlejohn, W.S. (2002). *Learning and using communication theories* (7th ed).
 23. Lobelo, M., Siphuma, M., & Segalwe, T. D. P. (2025). The Role of Information Communication Technology in Improving Community Participation in Municipal Process in Rural Areas. *Journal of Sustainable Development Law and Policy (The)*, 16(1), 209-225.
 24. McStay A (2018) *Emotional AI. The rise of empathic media*. Sage, London
 25. Md Dawot, N. I., & Ibrahim, R. (Sep 2014). A review of features and functional building blocks of social media. Paper presented at the 177-182.
 26. Mirzaie, A. (2025). Rethinking Social Context in Technological Responsibility. Steven Umbrello, *Technology Ethics: Responsible*

- Innovation and Design Strategies. Academicus International Scientific Journal, 16(31), 57-64.
27. Pew Research Center. (2021, April 7). Social Media Fact Sheet. Retrieved from Pew Research Center <https://www.pewresearch.org/internet/fact-sheet/social-media/>
 28. Rahardja, U., Aini, Q., Graha, Y. I., & Tangkaw, M. R. (2019). Gamification framework design of management education and development in industrial revolution 4.0. Journal of Physics: Conference Series, 1364(1), 12035.
 29. Rizkallah, E. G., & Razzouk, N. Y. (2006). TV viewing motivations of Arab American households in the US: An empirical perspective. *International Business & Economics Research Journal (IBER)*, 5(1).
 30. Saad, A., A., (2012). University students' use of communication technology and the benefits achieved from it: field study, *master's thesis*, Faculty of Specific Education, Benha University
 31. Sanjeevni Gangwani, Norah Alruwaili, & Sarah AL Safar. (2021). Social media usage and female empowerment in Saudi Arabia. *Academy of Strategic Management Journal*, 20(4), 1-8. Retrieved from <https://search.proquest.com/docview/2568313417>
 32. Shahbazi, H., Hakimi, M., Ulusi, H., Rahimi, B., & Quraishi, T. (2024). Exploring the Impact of Artificial Intelligence on Women's Empowerment: A Comprehensive Survey. *EDUTREND: Journal of Emerging Issues and Trends in Education*, 1(2), 108-120.
 33. Shumi, R. A. (2022). An analysis of social media platforms: a perspective of women social entrepreneurs.
 34. Tessema, D. (2021). Technological determinism versus social determinism, a critical discussion. *Ethiopian Journal of Science and Sustainable Development*, 8(2), 65-72.
 35. Thompson, P., & Laaser, K. (2021). Beyond technological determinism: revitalizing labor process analyses of technology, capital and labor. *Work in the Global Economy*, 1(1-2), 139-159.
 36. Țicău, I. R., & Hadad, S. (2021). Technological Determinism vs. Social Shaping of Technology. The influence of activity trackers on user's attitudes. *Management dynamics in the knowledge economy*, 9(2), 147-164.
 37. Ünver, H. A. (2024). Artificial intelligence (AI) and human rights: Using AI as a weapon of repression and its impact on human rights. Report for Directorate-General for External Policies, European Parliament. [https://www.europarl.europa.eu/RegData/etudes/IDAN/2024/754450/EXPO_IDA\(2024\)754450_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/IDAN/2024/754450/EXPO_IDA(2024)754450_EN.pdf).

38. Webster, M. D. (2017). Questioning technological determinism through empirical research. *Symposion*, 4(1), 107-125.
39. Williamson B (2018) Big data in education. The digital future of learning, policy, and practice. Sage, London
40. Wood, J. T., & Fixmer-Oraiz, N. (2019). *Gendered lives: Communication, gender, and culture*. Cengage.
41. Xu, J., Fei, Y., Li, J., & Li, Y. (2025). Optimization of Persistent Excitation Level of Training Trajectories in Deterministic Learning. *IEEE Transactions on Systems, Man, and Cybernetics: Systems*.
42. Yuniar, A. D., & Hasanah, F. (2021, October). Determinism technology in smart village: Structuration and construction socio-techno in osing culture, banyuwangi Indonesia. In *2021 2nd International Conference on ICT for Rural Development (IC-ICTRuDev)* (pp. 1-6). IEEE.
43. Zhai, X., Chu, X., Chai, C. S., Jong, M. S. Y., Istenic, A., Spector, M., ... & Li, Y. (2021). A Review Of Artificial Intelligence (AI) In Education From 2010 To 2020. *Complexity*, 2021(1), 8812542.