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Measuring Traditional and Non-Traditional Media Content on Social Change among Young Adults

Abstract

This research measures the impact oftraditional and non-traditional media content on different social change among young adults in the Egyptian context. The research used a cross sectional design and had a descriptive purpose. The research process was carried out using quantitative research approach, with a positivist perspective. The questionnaires were distributed online, using internet-based Intercept surveys sampling technique. The data was analyzed using Statistical packages for Social Science, version 20®. Results indicated that traditional media content leads to external social changes. related to need for luxury social/ educational institutions and community importance. Traditional media content alters citizens' internal mindset regarding: the importance of work, traditional, religion, and family. Nontraditional media content leads to external social changes related to community importance, need for luxury social/educational institutionns, social acceptance towards harmful products, and gender role portrayal. Nontraditional media content alters citizens' internal mindset regarding: work importance, traditional iportance, and family importance.

KeyWords: Media Effect, Non traditional media, Social Change, and Traditional Media,

1. Introduction

Over the past decades, communication technology has progressed at ever-increasing speed (Negm, 2016). Nowadays, clutters of broadcast messages from various traditional and nontraditional media exist in the market (Blandul and Bradea, 2015). Traditional media is among the most oldest and popular forms of communication. It includes television, radio, and print media (Blakeman, 2014). The non-traditional media, on the other hand, refer to messages that spread by the Internet, consisting of user generated content and an interactive sea of knowledge - shared texts, photos, videos and audios (Negm, 2016). These different media are sources of reliable news to certain individuals, guiding and influencing their attitudes, values, beliefs, and behaviors (Bhatt et al., 2014).

It is claimed that broadcast messages have the ability to cause social change- the alterations in the organizations and culture of any society (Unkelbach, 2014). "It has been proven before that media stimulus is followed by a straightforward audience response" (Cumberbatch and Howitt, 1989, p.25). This influence is currently a global phenomenon (Kotler and Armstrong, 2016). Theories in prior research claimed that social changes occur in terms of internal and external factors (Haferkamp and Smelser, 1992). Internal factors refer to the person's view towards their values, social structure and social classes. External factors are the impact of other influencing societies (Smelser, 1992).

The media's influence on social change has been very obvious in societies worldwide, especially in the Middle East ever since the Arab Spring in 2011 (Impact of social media in the Arab World, 2014). Egypt's media content is highly influential in the Arab world, attributing to its numerous media products supplies (TV and film) to the Arabspeaking world (Chiba, 2010). The media industry in Egypt is currently playing, as it often has in the past, a crucial role in political, social, and cultural change (Abdulla, 2014). Media is an essential part of people's everyday life, influencing different aspects of civilization; as they depend on it to interconnect with the world globally (Lundby, 2009). Scholars and practitioners should put more effort to study and understand the social change in Arab context. **Accordingly, this study is implemented in Egypt.** Egypt is the realm of most media production and embraces a large audience in Arab region (BBC, 2016).

1.1 Research Problem

This research paper plans to develop empirical evidence to add to the existing literature on how different media content impact social change in Egypt. Therefore, the main research problem will be addressed with the following question: **Do traditional and nontraditional media content impact social change in Egypt?**

1.2 Research Importance

There has been much speculation as to how media communications that is: "already with us, on the drawing board" would affect audiences and conditions in the society in which they live in (Unesco 1970, p.7). Research have shown that both intrinsic benefits and inherent dangers have emerged; predictions have been optimistic and pessimistic in turn (Kotler and Armstrong, 2016). Therefore, examining mass media in general and social networks in specific, contributes practically to numerous busi-

nesses (Amedie, 2015). Understanding the different componentts of media content (visuals,written,audiovisuals, etc.) aids government, corporations, and marketers in reaching their targeted audience effectively and accepting stimulus and behavioral existence among individuals in societies (Negm and Tantawi,2016;Fetscherinand Toncar, 2012).

The media effect on audiences' attitudes and behaviors have been covered and discussed several times before in previous research (Cumberbatch and Howitt, 1989; Laughey, 2007). However, little academic research compared the difference in impact among the components of the traditional and nontraditional media content (visual, verbal, audiovisual, written and user generated content) towards social change among audiences (Negm and Tantawi, 2015). Prior research proved that both media plays a vital role in social change and should be studied parallel and equivalently (Happer and Philo, 2013). Thus, traditional and nontraditional media content is studied congruently in this research.

1.3 Research Objectives

The influence of the media on society has for a long time preoccupied researchers in various fields of business, marketing, and communication. Accordingly, this study focuses on the connection between media and social change, the modernizing influences of traditional and non-traditional media content. This study holds several research objectives. First, this study aims to identify what are the main social changes that occur in organizations and society settings in Egypt. This objective will be achieved through the review of the literature. The researcher will identify the most repetitive and significant changes that exist among societies, which are mentioned in prior studies and research. The second objective is to detect whether traditional media content impacts various internal social changes. The third objective is to detect whether traditional media content impacts various external social changes. The fourth objective is to detect whether non-traditional media content impacts various internal social changes. The fifth objective is to detect whether non-traditional media content impacts various external social changes. These objectives will be achieved through the quantitative data collection and analysis. Some marketing and managerial implications will be drawn based on those findings.

2. Literature Review

Prior studies and literature illustrate that media content exposure can lead to attitudinal change in society (Unkelbach, 2014). Research stated that the repeated exposure allows individuals to process in the information and begin to form attitudes that may lead to the behavior adaption or the learning of new behaviors (Soloman, 2016). However, this matter is still subject of further investigations (Chukwuere and Chukwuere, 2017; Happer and Philo, 2013). Leading scholars suggest that studying social change and its' causes is becoming more important over time (Bourgeois et al., 2013).

Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience beliefs (Kotler and Armstrong, 2016). Bryant and Zillmann (1989) defined media effects as: "the social, cultural, and psychological impact of communicating via the mass media"(p-.13). Perse (2001) defined media effect as: "how to control, enhance, or mitigate the impact of the mass media on individuals and society" (p.9). In other

words, media effects are the result from media messages. Whether media messages have an effect on audience is subject on many factors related to the media's content formation, including visual, verbal, formal written & audiovisual content) (Negm, 2016). Most research indicated that content can be influential if it triggers audiences' emotional, physiological and behavioral aspects (Soloman, 2016). These content, whether relating to traditional or nontraditional media can create outcomes that are positive or negative, abrupt or gradual, short-term or long lasting (Kotler and Armstrong, 2016).

Media, both traditional and non-traditional, is a unique feature of modern society (Negm, 2016). Its growth has increased in **the magnitude and complexity of: (1)** lifestyle adjustents, **(2)** societal actions and engagements, **(3)** rapid social change, **(4)** technological advancement, **(5)** rising personal income, and **(6)** decline of traditional forms of control and authority (Soloman, 2016). Prior research show that there is a relation between mass media and social change, although the degree and direction of this association is still debated (create effects that are positive or negative) (Cohen, 2011). The media consequences can be to either damaging or beneficial (Unkelbach, 2014).

Research discussed that exposure to media content leads to behavioral modifications, particularly social change (Unkelbach, 2014). This phenomenon occurs when citizens' collect information to facilitate the formulation of knowledge (Straub, 2010). Increase awareness of information from the media enables people to make informed decisions based on the scenario observed and learned at hand (Kotelr and Armstrong, 2016).

Prior studies initiated to understand the nature of social change, observing patterns and causes. It has led to scholars to propose various theories to explain- these transformations: **(1)** evolutionary, **(2)** modernization, **(3)** dependency, and **(4)** functionalist theories of change. The evolutionary theory explains that change is habitual and continuous (Shan, 2009). Societies are meant to progress to higher and higher levels in regards to forward-looking and adaptive cultural attitudes and behaviors (Haferkamp and Smelser, 1992). The theory of modernization also assumes that societies overtime progressively transitions from a traditional to modern society (Shan, 2009). It is assumed that traditional societies will develop as they adopt more contemporary practices. Advancement and progress in technology, infrastructure, communication, production, education, etc. modernizes and updates societies. The theory claims that modernization is necessary or at least preferable to the status quo, allowing citizens to possess higher standard of living (Wolfgang, 2003). The dependency theory grasps that economic events in history have encouraged developing countries to depend upon the support of more advanced nations, accompanying the global division of wealth (Williams, 2014). The functionalist theory rationalizes that society is a system of interconnected social elements (social institutions) that provide balance and social equilibrium for the whole. Elements of society are functional if they contribute to social stability and dysfunctional if they disrupt social stability. Some aspects of society can be both functional and dysfunctional (Cohen, 2011). Consistent with Mooney et al. (2007), each social institution contributes functions for society:

"Family provides a context for reproducing, nurturing, and socializing children; education offers a way to transmit a society's skills, knowledge, and culture to its youth; politics provides a means of governing members of society; economics provides for the production, distribution, and consumption of goods and services; and religion provides moral guidance and an outlet for worship of a higher power" (p.1).

These theories support that societies do in fact change (Shan, 2009). The impact of media in society today is undoubtedly overwhelming (Negm, 2016). Worldwide, citizens are becoming more addicted to media and its applications, leading to change in social and personal lifestyle (Chukwuere and Chukwuere, 2017). According to the field of psychology, social change begins with personal change, which leads to: "commitment and motivation needs to undertake group and community change in general" (Cohen, 2011). Frequent exposure to broadcast messages has the power of transformation of individuals (Solomon, 2016), which implies that society makes amendments to traditional societal norms, leading to social evolution (Cohen, 2011). Citizens' media content interactions lead to both external and internal social changes (Haferkamp and Smelser, 1992). "External factors are influences arising from the presence of other societies in a given society's environment (such as international, intercultural forces). Internal factors refer to shared interrelations of values, social structure, and classes as they are institutionalized in a given society" (Shan, 2009, p.1).

The most popular and significant internal and external social changes that occur due to media were identified in various prior studies (Chukwuere and Chukwuere, 2017; Cohen, 2011; Haferkamp and Smelser, 1992). Based on the literature, **the main external social changes that is faced in societies nowadays are:** **(1)** community importance, **(2)** need for luxury social and educational institutions, **(3)** social acceptance towards harmful products, and **(4)** gender role portrayal. When it comes to the internal social changes, **the main adaptations found among citizens' attitudes are towards: (1)** work importance, **(2)** traditional importance, **(3)** religious importance, and **(4)** family importance.

Prior research have rationalized and explained the common external social changes that have occurred.

Changes related to community importance reflect the degree of priority an individual places on serving the society (Putnam, 2000). It reflects whether a person will donate time, money, effort, and/or resources to improve their surroundings (Burroughs and Rindfleisch 2002). The need for luxury social and educational institutions implies that individuals currently seek to upgrade their lifestyle. Thus, people begin to pursue and join luxurious social and academic institutions (Grewal, 2004). Due to negative images found in the media, studies show that there is social acceptance for harmful products. This variable reflects the degree to which a person believes that using products that are destructive to ones health (cigarettes/alcohol, etc.) is common in the community and among ones circle of friends (Pechmann et al., 2003). Finally, gender role portrayal is another main social change that is observant in society. It signifies that the representations, jobs, responsibilities, and personalities of males and females have changed throughout the years and is vigilant among society (Ford and LaTour 1993).

Research show that media powerfully changed people's mindsets on life-related matters (Soloman, 2016). Over-time, the occurrence of ch-ange exists concerning: the worth and meaning a person places on their job and career goals (work importance); the significance of traditional ideas, customs, and social behavior of society (tr-aditional importance); the role and centrality of religion in guiding life decisions (religious importance); and the necessity of creating designated family-time, the quantity of time spent on sharing meals or one-to-one time (family importance) (Burroughs and Rindfle-isch 2002).

3 Research Methods
3.1 Research Design

This study uses a quantitative research approach. The researchers focused on data collection and interpretation in an objective way. Thus, this study follows a positivism philosophy, relying on qu-antifiable observations that lead to statistical analyses. This study is considered a conclusive research with a cross s-ectional design and a descriptive purpose (to gain information and identify certain characteristics within the studied field).

3.2 Conceptual Framework

After reviewing the literature, the researcher built a proposed research model supporting the media direct effects theory which suggests that media have an impact on audience attitude and behavior (Laughey, 2007). Adding to this, several developed social change theories recommended the existence of internal and external factors of social ch-ange within theories. Thus, the researcher put in consideration the internal and external factors of social change in this study. Previous literature studied the impact of media content in general, on audience attitude towards social ch-

ange. This research studies the media content of both traditional and nontraditional media together. Whereas former researchers studied each one of them separately. Adding to this, social change was neither categorized into internal and external factors in prior literature, nor each of the internal and external factors were divided into sub variables in one study. This study will focus on internal and external factors with certain chosen sub variables.

With these theories, a proposed model is developed to be tested. Each variable in this proposed model has a reason for being chosen in the conceptual framework. As mentioned in previous studies, these factors are confirmed before for either having a significant impact or for their rising importance as internal and external factors of social change. The proposed model is made up of two independent variables. The first independent variable is the traditional media content. Traditional media content includes the visual, verbal, audiovisual, and written messages that audience are exposed to on TV, radio and printed media. The second independent variable is the non-traditional media content. Non-traditional media content includes the visual, verbal, audiovisual, and wr-itten messages that audience are exposed to via the internet, mobile phon-es, and computers (Negm, 2015). Research have illustrated many times that media content with their elements are important in measuring social chan-ge (Franklin, 2016; Szabo, 2014; Happer and Philo, 2013; Cody et al., 2008).

Social change in this study is the dependent variable. Social change is any alteration that occurs in social interactions or behavioral forms based on the variation in people's attitude over time due to the exposure to media and other

causes mentioned previously in the literature (Gupta, 2014). The literature illustrates several different means of social change. The researcher decided to categorize these social change into two categories, external and internal. External factors are a result of the influence of other societies in an existing one (Shan, 2009).External factors were divided into four sub variables each with its' own rising importance in the Egyptian society (Enevoldson, 2018; Enotes, 2018; Al-Wahaidy, 2017; Vincke, 2016; Karim, 2015). The chosen sub variables were: social community responsibility, gender role portrayal, need for luxurious social and academic institutions and social acceptance towards harmful products**.** The second dependent variable is the internal factors; which are referred to as the alteration that occurs in the individual's self and perception due to the exposure to media content and other causes (Shan, 2009). The researcher divided internal factor into four sub variables. The selected internal sub variables factors were religious, family, traditions and work importance. The researcher chose these variables in specific for their significant impact in the Egyptian society (Enotes, 2018; UNICEF, 2015; Gobry, 2015; Complete Egypt.com, 2014).

This study began with viewing secondary data such as journals, academic articles, statistical reports, books, general business sources, government sources etc. Secondary data are essential, as they represent already existing work of former research for various purposes that could be of benefit for the research topic. They also help researchers to access a wide variety of available data in a quick, easy, and inexpensive way. Accuracy and relevance should be put in consideration while gathering secondary data. Secondary data act as the base for conducting primary data ,for them being the main foundation of the research problem (Malhotra, 2007). According to secondary data the model was developed from several sources.

In order to confirm this model in the Egyptian context, the research used primary data. Primary data are developed by the researcher to investigate the research problem. They are of high cost and consume a lot of time to reach the targeted number of respondents. In this research, primary data were collected through questionnaires to gain more reliable, measurable understandings of the research problem. Primary data were gathered from youth and young adults, from different cities in Egypt, who are exposed to different media content. It is collected after reviewing and analyzing the secondary data (Malhotra, 2007). The following figure 3.1 illustrates the proposed conceptual framework, which has been adapted from theories and secondary data.
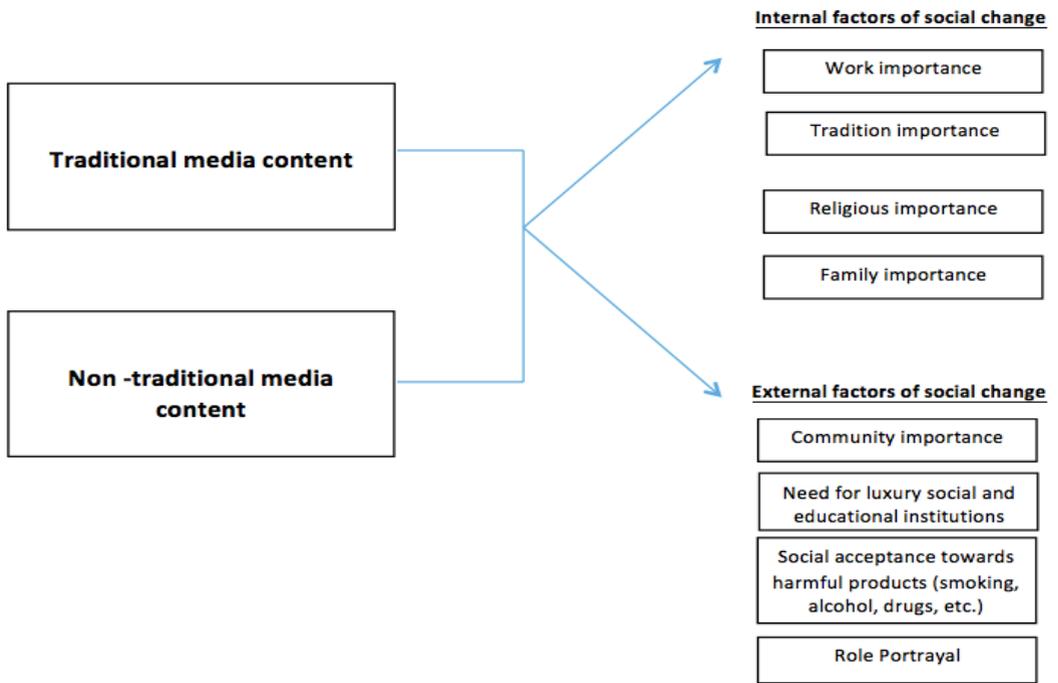
Figure 3.1: Proposed Conceptual Framework

3.3 Research Hypotheses

Life is dynamic (Soloman, 2018). Changes occur often, whether it is a societal change or a personal change. Change is due to high speed technology and globalization. Many studies have stated the significance of the media role in spreading globalization (Chong et al., 2017). Previous studies have shown that there is a relationship between media content exposure and attitude towards social change (Happer and Philo, 2013). Thus, this is the focus of this study.

In literature, media content exposure can lead to attitudinal change in society. It was stated that the repeated exposure allows individuals to process in the information and begin to form attitudes that may lead to the behavior adaption or the learning of new behaviors. However, this matter is still subject of further investigations (Chong et al., 2017;

Happer and Philo, 2013). Leading scholars suggest that studying social change and its' factors (internal and external)is becoming more important over time (Bourgeois et al., 2013). Research is always needed to provide empirical evidence of this matter.

After reviewing the literature, the proposed model identifies relevant elements as well as the interrelationships that lead to internal and external factors of social change. Four hypotheses are developed to test the direct effects and impact of the traditional media content and non-traditional media content on the internal and external factors of social change. Another hypothesis was developed to measure which media content tool (traditional or nontraditional) have a greater impact on internal and external factors of social change.

The following hypotheses were suggested in this study with respect to the

relationships between the variables in the proposed model.

Traditional media content was the first factor to be hypothesized. It is believed that when audience are exposed to traditional media content, this can affect their attitudes and habits (Bhat et al., 2014). Happer and Philo (2013) supported this view and stated that traditional media has a role in communicating its' content in a way that will lead to social change. Research has provided empirical evidence that support the influence of internal and external factors of social change as mentioned previously in the literature. The following are the hypotheses that are developed based on the findings of prior studies.

Hypothesis 1
There is a relationship between traditional media content exposure and the attitude formation towards internal social change

- **Hypothesis 1a:** There is a relationship between traditional media content exposure and the attitude formation towards work importance internal social change
- **Hypothesis 1b:** There is a relationship between traditional media content exposure and the attitude formation towards family importance internal social change
- **Hypothesis 1c:** There is a relationship between traditional media content exposure and the attitude formation towards traditions importance internal social change
- **Hypothesis 1d:** There is a relationship between traditional media content exposure and the attitude formation towards religion internal socialchange

The outcomes related to social change external factors. The following are the hypotheses that are developed based on the findings of prior studies.

Hypothesis 2
There is a relationship between traditional media content exposure and the attitude formation towards external social change

- **Hypothesis 2a:** There is a relationship between traditional media content exposure and the attitude formation towards gender portrayal external social change
- **Hypothesis 2b:** There is a relationship between traditional media content exposure and the attitude formation towards need for luxuries social and academic institutions external social change
- **Hypothesis 2c:** There is a relationship between traditional media content exposure and the attitude formation towards community importance external social change
- **Hypothesis 2d:** There is a relationship between traditional media content exposure and the attitude formation towards social acceptance towards harmful products external social change

When exposed to nontraditional media, audience attitude is also affected greatly (Happer and Philo, 2013). Nontraditional media content is perceived as a credible source of information. It allows audience to interact with the content and create their own too. Along with this, nontraditional media have a role in shaping societies and impacting the internal and external factors of social change (Miladi , 2016; Bhat et al., 2014;) In the view of that, the next formulated hypotheses were:

Hypothesis 3
There is a relationship between nontraditional media content exposure and the attitude formation towards internal social change

- **Hypothesis 3a:** There is a relationship between nontraditional media content exposure and the attitude formation towards work importance internal social change
- **Hypothesis 3b:** There is a relationship between nontraditional media content exposure and the attitude formation towards family importance internal social change
- **Hypothesis 3c:** There is a relationship between nontraditional media content exposure and the attitude formation towards traditions importance internal social change
- **Hypothesis 3d:** There is a relationship between nontraditional media content exposure and the attitude formation towards religion internal social change

Hypothesis 4
There is a relationship between nontraditional media content exposure and the attitude formation towards external social change

- **Hypothesis 4a:** There is a relationship between nontraditional media content exposure and the attitude formation towards gender portrayal external social change
- **Hypothesis 4b:** There is a relationship between nontraditional media content exposure and the attitude formation towards need for luxuries social and academic institutions external social change

- **Hypothesis 4c:** There is a relationship between nontraditional media content exposure and the attitude formation towards community importance external social change
- **Hypothesis 4d:** There is a relationship between nontraditional media content exposure and the attitude formation towards social acceptance towards harmful products external social change

3.1 Studied Target Population

Youth exist in a world that Tam et al. (2007) labeled as: "E-Global Village." Worldwide, youth and young adults spend their leisure time in front of television, computer screens, and smartphones, consuming media constantly (Nyambuga and Ogweno, 2014). Youth and young adults are often highly impressionable and subject to vast media influence(shaping the ways in which they dress, talk, behave, and think)(Soloman, 2016). Thus, this particular age group (ages from 18 to 35) is the focus of this study. This age range is taken from CAPMAS (2017). According to prior research, this age cluster: "can and do acquire new response patterns through observation and imitation, without the need for external reinforcement or even rehearsal or practice"(Srygley, 1978, p.528).

This sample population is composed of individuals, holding high social status. According to prior studies, these individuals are known to have opinion leaders that are influential to others (Nisbet, 2018); they obtain more media coverage (western and local) than others; they seek the acceptance of others (Negm, 2016); they are especially motivated to enhance their social status (Bartels, 2014); and they tend to dominate public life in modern social democracies (Putnam, 2000). Prior studies

concluded that this population has a tendency for conforming to media messages (Craik et al., 2016) and great radical power to encourage societal changes among individuals (Negm et al., 2014). Egypt's official statistics agency CAPMAS declared that 23.6 percent of the country's population, 21.7 million people, are between the ages of 18 and 29. Thus, Krejcie and Morgan (1970) sample size table is used as reference for representative of selection.

3.2 Sampling Method

The data collection method that was used to reach the respondents and to ensure the collection of large amounts of data in a relatively short period of time in order to test the hypotheses was internet-based Intercept surveys on the web. The data collection was conducted during March and April 2018. Administering the questionnaire online increased accessibility, allowing the researchers to send to respondents a link to the questionnaire via email and set-up subsequent reminders through the online feedback management system; as soon as participants have completed the questionnaire, the researcher receive real-time results that can be viewed and analyzed. According to Check market (2018), if the population is more than 1000,000, then 384 questionnaire is appropriate as a sample size for quantitative research. The researcher received 400 questionnaires.

3.3 Data Collection Instrument

Administrated questionnaires were used to collect data. In this study, the questionnaire was divided into four main parts. The first part of the questionnaire asked various statements that measured traditional and non-traditional media content exposure. The scales refine and adjust the survey. The pilot test allowed the researchers to identify

were taken from prior studies of Negm and Tantawi (2015) and Blakeman (2014). The second part of the questionnaire asked other statements that measured the external social change (work importance, traditional importance, religious importance, and family importance) that exists in Egypt. The operational definition and scales of the variables were adopted and taken from different prior studies (Grewal, 2004; Pechmann et al., 2003; Burroughs and Rindfleisch 2002; Ford and LaTour 1993). The third part of the questionnaire assessed the internal social change (communication importance, need for luxury social and educational institutions, social acceptance towards harmful products, and gender role portrayal). The operational definition and scales were adopted and taken from prior studies(Burroughs and Rindfleisch 2002). The final part of the questionnaire requested for the respondents personal socio-demographic information. A five-point Likert-type interval scales were used to measure all the variables in the current study, namely (**1**) Strongly disagree, (**2**) disagree, (**3**) neutral, (**4**) agree, and (**5**) strongly agree. The questionnaire contained words that were simple and straightforward. The survey was originally created in the English language. However, an Arabic version was also created due to the fact that the native language in Egypt is Arabic. The researcher used the back-translation process in order to ensure that the language conversion was done accurately. Further, in order to ensure the validity of the study, a pretest involving a sample of thirty people was conducted to

unanticipated problems in the questionnaire development in order to reduce

error and difficulties while answering the questions.

3.4 Data Analysis

The statistical packages for Social Science (SPSS), version 20® is used to analyze the data in this study. Several analyses will be applied.

The reliability analysis will be used to test whether the scales that measure the variables are free from error.

The data analysis will involve conducting normality tests and producing descriptive statistics of the collected data. Pearson's correlation analysis will reveal the degree of association between the variables in each hypothesis.

4. Results

The following sections illustrate the outcomes of the various analyses conducted.

macy. The content validity analysis ensured how well the dimensions and elements of a concept (variable) had been defined. The Face validity was performed next to confirm the results of the previous validity analysis.

A group of expert judges (professors in marketing and qualified researchers) evaluated and confirmed that the instrument indicated that the items used to measure the variables assessed the concept correctly.

4.2 Reliability Analysis

This analysis showed that all the variables in this study are reliable. The Cronbach's Alpha for each variable were above 0.75, indicating that the scales were stable, consistent and free from error across time and across various items. Table One illustrates the outcomes of the analysis. In addition, the overall questionnaire had Cronbach's Alpha of 0.919, signifying that all questions were correlated to one another.

4.1 Validity Analysis

This study used the content validity and face validity to assess scale legiti-

Table One: Reliability Analysis for Variable

Variable	Cronbach's Alpha	Variable	Cronbach's Alpha
Traditional Media	0.934	Non-Traditional Media	0.910
	Dependent Variables	Cronbach's Alpha		Dependent Variables	Cronbach's Alpha
External Social Change Variables	Community Importance	0.839	Internal Social Change Variables	Work Importance	0.801
	Need For Luxury Social/Educational Institutions	0.831		Tradition Importance	0.795
	Harmful Products Social Acceptance	0.813		Religious Importance	0.766
	Gender Role Portrayal	0.773		Family Importance	0.777

4.3 Frequency Analysis

In this study, the researcher conducted the frequency analysis on the introduction questions and the socio-demograp-. hic questions.

Youth and young adults in this study came from different socio-demographic backgrounds. Table Two illustrates the results.

Table Two: Frequency of the Respondents demographic Characteristics

Demographic characteristic	N	%	Demographic characteristic	N	%
Gender:			**City of Residence:**		
			Cairo	81	20.3%
Female	252	63%	Giza	42	10.5%
Male	148	37%	Alexandria	243	60.8%
			Other	34	8.5%
Age:			**Level of Education:**		
15 -19	4	1%	High School Degrees	29	7.2%
20 to 24	141	35.3%	Bachelor Degrees	287	71.8%
25 to 29	161	40.3%	Master Degrees	68	17%
30 to 34	70	17.5%	PHD Degrees	16	4%
35 to 39	24	6%			
Marital Status:			**Number of Children:**		
Single	293	73.3%	None	339	84.8%
Married	97	24.3%	One	33	8.3%
Divorced	10	2.5%	Two	20	5%
			More than two	8	2%
Occupation			**Average Monthly income**		
Student	86	21.5%	Less than 2,000	60	15%
Employee	238	59.5%	2,000 , less than 5,000	119	29.8%
Self -employed	31	7.8%	5.000 less than 10,000	103	25.8%
Other	45	11.3%	More than 10,000	118	29.5%

In the study, the questionnaire asked six questions regarding the respondents' media consumptions, preferences, and habits. These questions were as follows: What type of media do you use the most each day? How long do you stay using traditional media in a day? How long do you stay using online media in a day? Which type of media content attracts you the most? Which outlet do you prefer to gain information from? Which source of media content (sources of report and knowledge) do you prefer to respect, follow, and use them most in your daily life? Table three illustrates the results.

Table Three: Introduction Questions and Response Frequency

Question	N	%	Question	N	%
What type of media do you use the most each day? o Traditional Media o Nontraditional Media o Both Media	4 238 158	1% 59.5% 39.5%	**Which type of media content attracts you the most?** o Photos o Texts o Videos o Audio	184 34 180 2	46% 8.5% 45% 0.5%
How long do you stay using traditional media in a day? o Less than 1 hour o 1 to 2 hours o 2 to 3 hours o 3 to 4 hours o More than 4 hours o Don't use it at all	126 104 54 32 42 42	31.5% 26% 13.5% 8% 10.5% 10.5%	**Which outlet do you prefer to gain information from?** o Broadcast TV o Broadcast Radio o Print Press o Online TV o Online Radio o Online Press o Social Networks o Other	66 20 25 119 43 99 302 8	16.5% 5% 6.3% 29.8% 10.8% 24.8% 75.5% 2%
How long do you stay using online media a day? o Less than 1 hour o 1 to 2 hours o 2 to 3 hours o 3 to 4 hours o More than 4 hours o Don't use it at all	14 62 82 67 171 4	3.5% 15.5% 20.5% 16.8% 42.8% 1%	**Which source of media content do you prefer to respect, follow and use daily?** o Professional media content o User generated content	269 131	67.3% 32.8%

4.4 HypothesisTesting Model Analysis

The researcher examined the ANOVA (Analysis Of Variance), The results showed that traditional and non-traditional media content impact various external and internal social change. The variables were significant with an ANOVA value of 0.000.

The correlation analysis is used to test the hypotheses in this study. It allowed the researcher to explain the direction, strength, and significance of the relationships of the variables in the hypotheses. This analysis tests the relationship among the variables in an isolated manner in order to identify if there are possible connections between variables.

The following sections state each hypothesis's outcomes and explain the relation between the assessed media content and the social change that occurred. Table Four illustrates the outcomes of Pearson Correlation analysis.

Hypothesis 1
Traditional Media Content Exposure and the Internal Social Change

- **Hypothesis 1a:** There is a relationship between traditional media content exposure and work importance internal social change. The analysis shows that Pearson Correlation is 0.206**. This indicates that traditional media content exposure inspires work importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 1b:** There is a relationship between traditional media content exposure and family importance internal social change. The analysis shows that Pearson Correlation is 0.210-**. This indicates that traditional media content exposure inspires family importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 1c:** There is a relationship between traditional media content exposure and tradition importance internal social change. The analysis shows that Pearson Correlation is 0.303**. This indicates that traditional media content exposure inspires traditions importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 1d:** There is a relationship between traditional media content exposure and religion importance internal social change. The analysis shows that Pearson Correlation is 0.198-**. This indicates that traditional media content exposure inspires religion importance internal social change in a significant, positive, and weak manner.

Hypothesis 2
Traditional Media Content Exposure and the External Social Change

- **Hypothesis 2a:** There is a relationship between traditional media content exposure and gender portrayal external social change. The analysis shows that Pearson Correlation is 0.026. This indicates that traditional media content exposure does not influence gender portrayal external social change.

- **Hypothesis 2b:** There is a relationship between traditional media content exposure and the need for luxuries social and academic institutions external social change. The analysis shows that Pearson Correlation is 0.351**. This indicates that traditional media content exposure inspires people to seek luxury and up-to-date lifestyle in a significant, positive, and weak manner.

- **Hypothesis 2c:** There is a relationship between traditional media content exposure and community importance external social change. The analysis shows that Pearson Correlation is 0.245-**. This indicates that traditional media content exposure inspires community importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 2d:** There is a relationship between traditional media content exposure and social acceptance towards harmful products external social cha-nge. The analysis shows that Pearson Correlation is 0.121*. This indicates that traditional media content exposure is one of the source in which people develop acceptance to harmful products, like cigarettes and alcohol consumption.

Hypothesis 3
Non-traditional Media Content Exposure and the internal Soial Change

- **Hypothesis 3a:** There is a relationship between nontraditional media content exposure and work importance internal social change. The analysis shows that Pearson Correlation is 0.3-29**. This indicates that nontraditional media content exposure inspires work importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 3b:** There is a relationship between nontraditional media content exposure and family impor-tance internal social change. The analysis shows that Pearson Correlation is 0.341-**. This indicates that nontraditional media content exposure inspires family importance internal social change in a significant, positive, and weak m-anner.

- **Hypothesis 3c:** There is a relationship between nontraditional media content exposure and traditions importance internal social change. The analysis shows that Pearson Correlation is 0.388-**. This indicates that nontraditional media content exposure inspires traditional importance internal social change in a significant, positive, and weak manner.

- **Hypothesis 3d:** There is a relationship between nontraditional media content exposure and religion importance internal social change. The analysis shows that Pearson Correlation is 0.3-77**. This indicates that nontraditional media content exposure inspires religion importance internal social change in a significant, positive, and weak manner.

Hypothesis 4
Non-traditional Media Content Exposure and the External Social Change

- **Hypothesis 4a:** There is a relationship between nontraditional media content exposure and gender portrayal external social change. The analysis shows that Pearson Correlation is 0.297-**. This indicates that nontraditional media content exposure inspires gender portrayal external social change in a significant, positive, and weak manner.

- **Hypothesis 4b:** There is a relationship between nontraditional media content exposure and the need for luxuries social and academic institutions external social change. The analysis shows that Pearson Correlation is 0.3-07**. This indicates that nontraditional media content exposure inspires individuals to seek luxury in a significant, positive, and weak manner.

- **Hypothesis 4c:** There is a relationship between nontraditional media content exposure and community importance external social change. The analysis shows that Pearson Correlation is 0.196**. This indicates that nontraditional media content exposure inspires community importance external social change in a significant, positive, and weak manner.

- **Hypothesis 4d:** There is a relationship between nontraditional media content exposure and social acceptance towards harmful products external social change. The analysis shows that Pearson Correlation is 0.201*. This indicates that nontraditional media content exposure inspires social acceptance to harmful products external social change in a significant, positive, and weak manner.

Table Four: Hypothesis Testing Results

Indpen. Variable	Dependent Variables	Pearson Correlation	Hpothesis Acceptance	Indpen. Variables	Dependent Variables	Pearson Correlation	Hypothesis Acceptance
Traditional Media Content External Social Change	Community Importance	0.245*	✓	**Traditional Media Content Internal Social Change**	Work Importance	0.206*	✓
	Need For Luxury Institutions	0.351*	✓		Tradition Importance	0.303*	✓
	Harmful Products Social Acceptance	0.121*	√		Religious Importance	0.198*	✓
	Gender Role Portrayal	0.026	X		Family Importance	0.210*	✓
	Dependent Variables	**Pearson Correlation**	**Hypothesis Acceptance**		**Dependent Variables**	**Pearson Correlation**	**Hypothesis Acceptance**
Nontraditional Media Content External Social Change	Community Importance	0.196*	✓	**Nontraditional Media Content Internal Social Change**	Work Importance	0.329*	✓
	Need For Luxury Institutions	0.307*	✓		Tradition Importance	0.388*	✓
	Harmful Products Social Acceptance	0.201*	√		Religious Importance	0.377**	√
	Gender Role Portrayal	0.297*	✓		Family Importance	0.341*	✓

5 Discussions and Conclusion

Media, both traditional and non-traditional media, are so prevalent nowadays (Negm and Tantawi, 2015). These communication means allow people to gain

knowledge and provide connection from all over the world (Blandul and Bradea, 2015). Researchers show that media influence people's attitudes and behaviors (Craik et al., 2016); and impact all areas of peoples' lives, including personal, political, and consumer aspects (Soloman, 2016).

Thus, this research aimed to measure the impact of traditional and non-traditional media content on social change among young adults.

Prior theories support that societies do in fact change (Shan, 2009).

According to the field of psychology, frequent exposure to broadcast messages have the power to cause individuals' transformation (Solomon, 2016), leading to social evolution (Cohen, 2011). Citizens' external and internal social changes occur due to contacts with media content (Haferkamp and Smelser, 1992). Based on the literature, the main external social changes **that is faced in societies nowadays are: (1)** community importance**, (2)** need for luxury social and educational institutions, **(3)** social acceptance towards harmful products, and **(4)** gender role portrayal. When it comes to the internal social changes, the main adaptations found among citizens' attitudes are towards: **(1)** work importance**, (2)** traditional importance, **(3)** religious importance, and **(4)** family importance.

The researchers postulated that there is a relationship between traditional media content exposure and the different external social change; there is a relationship between nontraditional media content exposure and the different external social change; There is a relationship between traditional media content exposure and the different internal social change; and there is a relationship between nontraditional media content

exposure and community importance internal social change. The research was conducted in the Egyptian context. Egypt's media content is highly influential in the Arab world (Chiba, 2010). When conducting the investigation, the researchers used a cross sectional design and had a descriptive purpose. Furthermore, since the needed information was known beforehand, the research process was carried out using quantitative research approach, with a positivist perspective (formal and structured procedures). Questionnaires were used to collect the needed data among youth and young adults (ages between 18 to 35). Prior studies concluded that this selected population has a tendency for conforming to media messages (Craik et al., 2016) and great radical power to encourage societal changes among individuals (Negm et al., 2014; Cohen, 2011).

The researchers distribute the questionnaires online, using internet-based Intercept surveys sampling technique.

The statistical packages for Social Science (SPSS), version 20® is used to analyze the data in this study. Results in this study indicated that traditional media content leads to external social changes related to **(1)** need for luxury social and educational institutions , **(2)** community importance and **(3)** social acceptance towards harmful products. When it comes to influencing internal social change, traditions media content alters citizens' mindset regarding: **(1)** work importance, **(2)** traditional importance, **(3)** religious importance, and **(4)** family importance. Results in this study also indicated that nontraditional media content causes social changes. Non-traditional media content leads to external social changes related to **(1)** community importance, **(2)** need for

luxury social and educational institutions, **(3)** social acceptance towards harmful products, and **(4)** gender role portrayal. When it comes to influencing internal social change, non-traditional media content alters citizens' mindset regarding:**(1)**workimportance, **(2)** tradetions importance,**(3)**family importance and **(4)**religion importance.

5.1 Research Contributions

It is claimed that broadcast messages (all sorts of mass media) have the ability to cause various social changes the alterations in the organizations and culture of any society (Unkelbach, 2014). This influence is currently a global phenomenon (Chukwuere and Chukwuere, 2017).

However, little academic research compared the difference in impact among the traditional and non-traditional media content towards social transformation among audiences. Furthermore, insufficient studies have put effort to identify the different social changes that occur in a society (Negm and Tantawi, 2015; Chukwuere and Chukwuere, 2017). Thus, this study has contributed academically.

The outcomes of this research prove that media content from different outlets (television, radio, print media, Internet user generated content, and Internet professional messages) have the power of transformation of individuals, causing amendments to traditional societal norms, leading to social evolution. Empirical evidence from this study proved that both traditional and nontraditional media content play a vital role in altering citizens' attitude and behaviors of various matters.

Moreover, this study aided to provide insights and identify the different types of social changes that exist among Egyptian youth and young adults. In this study, the media influence people's view towards their values, consumptions, responsibilities, social structure, and social classes.

5.2 Research Recommendations

This academic knowledge that emerged can aid practitioners as well, providing practical contribution, and proposed recommendations. Different media content (visuals, written, audiovisuals, etc.) aids government, corporations, and marketers in reaching their targeted audience effectively and accepting different behavioral existence among individuals in societies.

The surfaced realization in this study show that communicated media content can be optimistic and pessimistic in turn. Social changes in various aspects can occur; it is not preventable. However, in order for media content to be influential, whether it is traditional media or nontraditional media, this study shows that the communicated substance ought to be important, meaningful and of value, relevant, memorable, interesting, novel, and worthy to audience and viewers in order to cause any change in attitude or behavior.

5.3 Research Limitations

When conducting this research, several limitations arose.

In this study, the researchers focused on youth and young adults, overlooking other population segments. This study assessed the overall media content effect of traditional and nontraditional media.

It did not clearly specify what kind of content (visuals, written, audiovisuals, etc.) plays a primary role in social change. This study focused on specific altered external and internal social behaviors that were mentioned repetitively in literature and prior studies, avoiding other social changes that can occur.

This study focused on the Egyptian context, neglecting other Middle Eastern countries. This study focused on citizens in Cairo and Alexandria, disregarding other cities.The present study used convenience sampling, making the end results not truly representative.

5.4 Future Research

Future research should take the mentioned limitations in consideration to further progress the current study. Upcoming research can focus on other different age groups of audiences, besides youth and young adults.

This study can be implemented in the future on other cities in Egypt or other Middle East countrie

Prospect research can clearly specify what kind of content (visuals, written, audiovisuals, etc.) plays a primary role in social change. In addition, they can test different factors in the media content creation. It would be advisable to test media content influence on additional social changes that can be found among citizens in the society. Future studies should use probability-sampling techniques to further validate this study. For upcoming research, a larger sample is needed and the data should be gathered proportionately from all regions of the country.

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