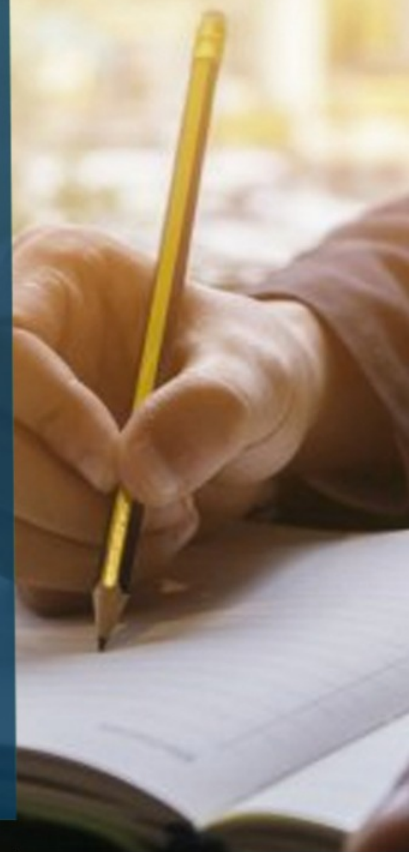**Faculty of Mass Communication MSA University**
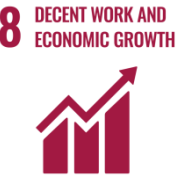
Staff Members' Research Papers
Aligned to SDGs

2021/2022

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals are a global call to action to end poverty, protect the earth's environment and climate, and ensure that people everywhere can enjoy peace and prosperity. Egypt, in its pursuit of action to achieve its vision 2030 encourages research in different fields to boost the economy. Therefore, in its call for research, MCOM has a specified action with indicators, baselines, and targets as it develops a scientific methodology to measure its performance and track progress. In the research required, MCOM is following the sustainable development principle as a general framework for improving the quality of lives and welfare, considering the rights of new generations in a prosperous life; thus, dealing with three main dimensions; economic, social, and environmental. Research is based upon the SDS principles of "Inclusive Sustainable Development" and "Balanced Regional Development"; emphasizing the full participation in development, and ensuring its yields to all parties. There is also a special focus in research for "Equal opportunities for all, closing development gaps, and efficient use of resources to ensure the rights of future generations" and supporting marginalized and vulnerable groups. This will lead to prosperity, welfare, happiness, and social and economic development, which will qualify Egypt to become a leader in the field of research in the Arab world and Africa.

SDG	Title of the Research	Name of the Researcher/s	Publishing Venue	Abstract Link
4 QUALITY EDUCATION / 8 DECENT WORK AND ECONOMIC GROWTH	"Enhancing the Impact of Student-Led Entrepreneurial Initiatives in Egyptian Public Universities"	Lama Atef as a co-author	Published as a part of the "Work in Progress (WiP) Project", under the umbrella of the Public Policy Hub at the AUC and OXFAM, ICEALEX Ahead of the Curve, and The Community Hub	https://fount.aucegypt.edu/studenttxt/104/
11 SUSTAINABLE CITIES AND COMMUNITIES	The role of social media in Shaping youth cultural identity	Eman El-Ahl &Merna Hossam	Youth empowerment conference MSA in 2022	No link found
4 QUALITY EDUCATION / 11 SUSTAINABLE CITIES AND COMMUNITIES	The Factors that influence the public perception and responsiveness to evil roles in modern drama	Noha Samir	Youth empowerment conference MSA in 2022	No link found

		Hassan Marrie	Journal of Media and Interdisciplinary Studies, 2022	https://jmis.journals.ekb.eg/article_288717.html 10.21608/JMIS.2022.288717
4 QUALITY EDUCATION **16** PEACE, JUSTICE AND STRONG INSTITUTIONS **3** GOOD HEALTH AND WELL-BEING	"Mobile Apps: A Trend in Language Learning? Assessing the Engagement of Independent Learners with New Media "			

3 GOOD HEALTH AND WELL-BEING 4 QUALITY EDUCATION 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Impact of Media Violence on Social-Trust levels among Egyptian Youth: Using General Aggression Model (GAM)	Mary Habib	Journal of Media and Interdisciplinary Studies (JMIS) 2022	Habib, M. (2022). The Impact of Media Violence on Social-Trust levels among Egyptian Youth: Using General Aggression Model (GAM). Journal of Media and Interdisciplinary Studies, 1(1), 5-34. doi: 10.21608/jmis.2022.265845 https://journals.ekb.eg/article_265845.html
3 GOOD HEALTH AND WELL-BEING 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	"The Role of Social Media campaigns in supporting the SDGs of Women's empowerment."	Maha El Tarabishi & Rolan Hazem	Presented at the Youth empowerment conference MSA in the 8 th Annual Academic Conference at the Faculty of Mass Communication, MSA University and published in Al-Ahram Canadian University, 2022	Pdf link: https://jkom.journals.ekb.eg/article_315823_c9a0c3ce43c5d98d732b0a5d451e9843.pdf

3 GOOD HEALTH AND WELL-BEING	Sustainability Communication: The Evolving Landscape of Development Communication	Abeer Salam	Rowman & Littlefield Publishing, USA/UK, 2022 In Hamdy and Auter (eds). Mass Communication in the Modern Arab World: Ongoing Agents of Change Following the Arab Spring	
8 DECENT WORK AND ECONOMIC GROWTH	The effect of online creative schools On youth empowerment and entrepreneurship in Egypt	Nada Bahgat & Roba Azzam	Youth empowerment conference MSA in 2022	https://jkom.journals.ekb.eg/article_304841.html?lang=en
11 SUSTAINABLE CITIES AND COMMUNITIES	Arabic dramas produced by Netflix platform and its impact on cultural values and morals for Egyptian youth	Reham Salah	Journal of Media Research - Al-Azhar University in 2022	10.21608/JSB.2022.238156

	Title	Author	Source	Link
4 QUALITY EDUCATION	The Impact of Data Visualization on News Comprehension, Perceived Credibility, and Recall (An Experimental Study)	Raghda Hamed	Cairo University, 2022	https://journals.sagepub.com/doi/abs/10.1177/09760911231158746
4 QUALITY EDUCATION 3 GOOD HEALTH AND WELL-BEING	New Trends in Internet Television studies and Research	Reham Samy	MSA Journal of Media and Interdisciplinary Studies, December 2022	https://jmis.journals.ekb.eg/article_289858.html