

Experts' Attitudes Towards Digital Media Content Addressing Sustainable Development Issues in Egypt and the Related Legal and Ethical Challenges: A Field Study."

by
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Abstract:

Egypt's Vision 2030 is a national agenda launched in February 2016 that reflects the country's long-term strategic plan to achieve the principles and goals of sustainable development in all fields and resettle them in the various Egyptian state agencies. It is based on the principles of comprehensive sustainable growth and balanced regional development. It reflects the three dimensions of sustainable development: the economic dimension, the social dimension, and the environmental dimension.

There is no doubt that digital media currently plays a critical role in shaping public awareness of sustainable development issues in Egypt.

However, a quick look at the content published through various electronic platforms reveals many legal and ethical violations that we consider to represent challenges facing sustainable development programs in Egypt.

This research aims to monitoring and analyzing the relationship between the exposure of experts in the fields of law, sustainable development, and media; specialized professors and professional practitioners to the digital media's coverage of sustainable development issues in Egypt with its economic, social, and environmental dimensions, and their attitudes toward the role of digital media in shaping awareness of sustainable development issues and the public's attitudes toward them, and the nature of their effects on the future of legal and ethical legislation regulating them within the framework of the challenges they face at the present time.

This study is based on a set of integrated theoretical frameworks that help in achieving the objectives of the study and thus can be relied upon in interpreting its results; It includes the development theory on media, The Innovations theory, Social Responsibility Theory, The Agenda-Setting Theory.

The study used the qualitative method in collecting data represented by focus groups applied to three groups, each of which included 16 experts. The study relied on an available sample of experts in the fields of law, sustainable development, and media, specialized professors and practitioners of the profession, numbering 48 experts.

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The study concluded with several results, the most important of which are the following:

As for the experts' evaluation of the form in which digital media presents and processes sustainable development issues; there is an agreement among the three groups of experts at a rate of 83.3% that it lacks attractiveness and effectiveness because most of it does not have non-written materials that support the content such as images, drawings or videos. In addition, it did not succeed in choosing the appropriate expressive media form to present social and environmental issues, as the presentation style of economic issues was poor, lacking professionalism and balance in formulation and treatment.

The results also showed the point of view of experts in the fields of law, sustainable development, and media on the reality of the legal challenges associated with addressing sustainable development issues through digital media; it can be summarized in the existence of many legal violations in the content presented on websites and social media. In addition to the lack of a clear charter for the important legal aspects that must be considered when producing content related to all aspects of sustainable development, especially when the content relates to social and cultural aspects, due to the thorny aspects it addresses related to the individual's life. Including the lack of respect for intellectual property rights and the lack of protection for creators and publishers, there is a lot of information that is published about sustainable development issues by non-specialists, and this does not comply with the standards of publishing in digital media, in addition to the ignorance of the sources from which the information is obtained, as it publishes materials that include insults to religious beliefs or incitement to violence, discrimination, hatred and intolerance.

The results revealed the point of view of experts in the fields of law, sustainable development, and media in the reality of the ethical challenges associated with addressing sustainable development issues through digital media; there are many ethical violations and breaches of many ethical rules related to the nature of Egyptian society, in addition to the lack of respect for the ethics of the media profession. Such as the lack of oversight, the absence of professional and ethical responsibility when publishing, and it has also paved the way for defamation of others, which has resulted in casting false light on some figures, and it is a window for spreading lies and rumors. Therefore, what is published may lead to public frustration and spreading panic, especially with regard to environmental issues and climate change.

In addition to publishing unprofessional news through accounts and pages created for this purpose (hidden pages that have become widespread on social media), as well as misleading public opinion, which is considered a challenge to journalistic values such as accuracy and objectivity.

The study recommended that all topics published related to sustainable development issues in digital media should be subject to direct and strict oversight by specialized legal professionals, and subject to direct supervision by the National Media Council. The necessity for the ministries and agencies responsible for communications to block websites that have been proven to publish many false and misleading news about the reality of sustainable development issues in Egypt, due to their danger in confusing the Egyptian public and negatively affecting their awareness of the extent of the danger of sustainable development in the growth and progress of the Egyptian state in all aspects of life.

Keywords: Experts, Digital Media, Sustainable development, Legal and Ethical challenges.

الملخص:

"اتجاهات الخبراء نحو معالجة المحتوى الإعلامي الرقمي لقضايا التنمية المستدامة في مصر والتحديات القانونية والأخلاقية المرتبطة بها: دراسة ميدانية."

رؤية مصر 2030 هي أجندة وطنية أطلقت في فبراير 2016 تعكس الخطة الاستراتيجية طويلة المدى للدولة لتحقيق مبادئ وأهداف التنمية المستدامة في كافة المجالات وتوطينها في أجهزة الدولة المصرية المختلفة. وترتكز على مبادئ النمو المستدام الشامل والتنمية الإقليمية المتوازنة. وتعكس الأبعاد الثلاثة للتنمية المستدامة: البعد الاقتصادي، والبعد الاجتماعي، والبعد البيئي.

ومما لا شك فيه أن الإعلام الرقمي في الوقت الحالي يلعب دوراً خطيراً في تشكيل الوعي الجماهيري بقضايا التنمية المستدامة في مصر.

ولكن نظرة سريعة على المحتوى الذي يتم نشره من خلال المنصات الإلكترونية المختلفة، تكشف لنا الكثير من التجاوزات القانونية والأخلاقية والتي نعتبرها تحديات تواجهها برامج التنمية المستدامة في مصر. يهدف هذا البحث إلى رصد وتحليل العلاقة بين تعرض الخبراء في مجالات القانون، التنمية المستدامة، والإعلام؛ أساتذة متخصصين وممارسين مهنيين لمعالجة وسائل الإعلام الرقمي لقضايا التنمية المستدامة في مصر بأبعادها الاقتصادية، الاجتماعية، والبيئية واتجاهاتهم نحو دور وسائل الإعلام الرقمي في مجال تشكيل الوعي بقضايا التنمية المستدامة واتجاهات الجمهور نحوها، وطبيعة تأثيراتها على مستقبل التشريعات القانونية والأخلاقية المنظمة لها في إطار التحديات التي تواجهها في الوقت الحالي.

اعتمدت الدراسة على مجموعة من الأطر النظرية المتكاملة التي تساعد في تحقيق أهداف الدراسة وبالتالي يمكن الاعتماد عليها في تفسير نتائجها؛ وتشمل نظرية التنمية في وسائل الإعلام، نظرية الابتكار، نظرية المسؤولية الاجتماعية، ونظرية وضع الأجندة.

استخدمت الدراسة الأسلوب الكيفي في جمع البيانات متمثلاً في جماعات المناقشة المركزة بالتطبيق على ثلاث مجموعات كل منها تضم ١٦ خبيراً.

اعتمدت الدراسة علي عينة متاحة من الخبراء في مجالات القانون، التنمية المستدامة، والاعلام أساتذة متخصصين وممارسين للمهنة عددها ٤٨ خبيراً.

انتهت الدراسة الي عدة نتائج أهمها ما يلي:

بالنسبة لتقييم الخبراء للشكل الذي تقدم فيه والمعالجات التي تقوم بها وسائل الاعلام الرقمي لقضايا التنمية المستدامة؛ هناك اتفاق بين المجموعات الثلاث من الخبراء بنسبة ٨٣.٣٪ علي انها تفتقد الي الجاذبية والفعالية لأن معظمها ليس بها مواد غير مكتوبة تدعم المحتوي كالصور او الرسوم او الفيديو. بالإضافة الي انها لم توفق في اختيار الشكل الإعلامي التعبيري المناسب لعرض الموضوعات الاجتماعية والبيئية، فأسلوب العرض للموضوعات الاقتصادية كان سيئاً، تنقصه الحرفية والتوازن في الصياغة والتناول. كما أظهرت النتائج وجهة نظر الخبراء في مجالات القانون، التنمية المستدامة، والاعلام في واقع التحديات القانونية المرتبطة بتناول قضايا التنمية المستدامة بوسائل الاعلام الرقمي؛ فتتلخص في وجود العديد من التجاوزات القانونية في المحتوي المعروض علي المواقع الالكترونية، ووسائل التواصل الاجتماعي.

بالإضافة الي عدم وجود ميثاق واضح للجوانب القانونية الهامة التي يجب مراعاتها واخذها في الاعتبار عند انتاج المحتوي المرتبط بكافة جوانب التنمية المستدامة، خاصة عندما يتعلق المضمون بالجوانب الاجتماعية والثقافية، لما تعالجه من جوانب شائكة تتعلق بحياة الفرد. منها عدم مراعاة حقوق الملكية الفكرية وعدم حماية المبدعين والناشرين، هناك الكثير من المعلومات التي يتم نشرها عن قضايا التنمية المستدامة من قبل غير المتخصصين وهذا لا يتوافق مع معايير النشر في وسائل الاعلام الرقمي، بالإضافة الي تجهيل المصادر التي يتم استقاء المعلومات منها، كما انها تنشر موادا تتضمن إساءة للمعتقدات الدينية أو التحريض على العنف، التمييز، الكراهية والتعصب.

كشفت النتائج عن وجهة نظر الخبراء في مجالات القانون، التنمية المستدامة، والاعلام في واقع التحديات الاخلاقية المرتبطة بتناول قضايا التنمية المستدامة بوسائل الاعلام الرقمي؛ هناك العديد من التجاوزات الأخلاقية وخرق للعديد من القواعد الأخلاقية المرتبطة بطبيعة المجتمع المصري، بالإضافة الي عدم احترام اخلاقيات مهنة الاعلام. مثل انعدام الرقابة، غياب المسؤولية المهنية والاخلاقية عند النشر، كما انها أفسحت المجال للتشهير بالآخرين، مما ترتب عليه إلقاء أضواء زائفة على بعض الشخصيات، وانها تعد نافذة لنشر الاكاذيب والشائعات. لذا قد تؤدي من خلال ما ينشر الي احباط الجمهور ونشر الذعر خاصة فيما يتعلق بقضايا البيئة والتغير المناخي.

بالإضافة الي نشر أخبارا غير مهنية عبر حسابات وصفحات تنشئها لهذا الغرض (الصفحات المستترة التي أصبحت موجودة بكثرة علي مواقع التواصل الاجتماعي)، كذلك تضليل الرأي العام مما يعتبر تحدياً للقيم الصحفية مثل الدقة والموضوعية.

أوصت الدراسة بضرورة خضوع كل ما يتم نشره من موضوعات تتعلق بقضايا التنمية المستدامة في وسائل الاعلام الرقمي؛ للرقابة المباشرة والحازمة من رجال القانون المتخصصين، والخضوع للإشراف المباشر من المجلس الوطني للاعلام. ضرورة ان تقوم الوزارات والهيئات المسؤولة عن الاتصالات بحجب المواقع الالكترونية التي ثبت قيامها بنشر العديد من الاخبار الكاذبة والمضللة عن واقع قضايا التنمية المستدامة في مصر لما لها من خطورة في بلبله الجمهور المصري والتأثير بشكل سلبي علي ادراكهم لمدي خطورة التنمية المستدامة في النمو والتقدم للدولة المصرية في كافة نواحي الحياه.

الكلمات المفتاحية: الخبراء، الإعلام الرقمي، التنمية المستدامة، التحديات القانونية والأخلاقية.

Introduction:

civil society in many countries suffers greatly from its disintegration and the loss of its goals due to obtaining funds and giving them to the beneficiaries without linking this giving to anything that benefits society, and this turns charitable work into a consumer habit that stands against production and makes people wait for giving. Sustainability is important for development and people need to resolve problems linked to overpopulation and over-consumption. The principle of development has been related to the economic element. Sustainable development is a continuous multi-faceted development that seeks to achieve social justice in terms of duties and rights to improve the standard of living, education, health, and governance and enhance the ecosystem. In addition, diversifying, maximizing, and preserving natural and human resources for subsequent generations, while maintaining the national identity and cultural, civilization, and historical heritage of national systems (Elgammal, N. E. M. 2023).

Egypt's Vision 2030 is a national agenda launched in February 2016 that reflects the country's long-term strategic plan to achieve the principles and goals of sustainable development in all fields and resettle them in the various Egyptian state agencies. It is based on the principles of comprehensive sustainable growth and balanced regional development. It reflects the three dimensions of sustainable development: the economic dimension, the social dimension, and the environmental dimension (Alawadly, S. 2022).

Hence, we notice that digital media has surpassed the old media in terms of the tools and signs used and a better and faster method to convey the news immediately. i.e., digital media can convey live news, information, entertainment, norms, opinions, and scenes. The digital media can also create ideas, norms, and public opinions and develop trends and change some ever-prevailing behavioral patterns. Since the beginning of 2016, digital media has become the most prevalent method among peoples to exchange information and interact easily via it, at high speed and low cost. Moreover, digital media activates human interactions on the economic, social, scientific, and political levels and promotes important issues to societies and awareness towards sustainable development.

The earth suffers a set of problems related to the human depletion of energy and resources, which deems sustainable development an essential and urgent need for global communities, especially for the developing countries (**Al Sheikh, H., & Al Serhan, F. 2022**). Therefore, this study attempts to shed light on Experts' Attitudes Towards Digital Media Content Addressing Sustainable Development Issues in Egypt and the Related Legal and Ethical Challenges.

Literature review:

1-Sustainable Development Issues in Egypt:

An analysis of the literature supporting the UN Decade of Education for Sustainable Development and a sample of its key products suggests that it failed to acknowledge or challenge neoliberalism as a hegemonic force blocking transitions towards genuine sustainability. The authors argue that the rationale for the Decade was idealistic and that global education for sustainability citizenship provides a more realistic focus for such an initiative. They anchor such education in appropriate social theory, outline its four dimensions and use these to review four key products from the Decade, before suggesting remedial measures to render ESD a more effective vehicle for promoting democratic global governance and sustainability (**Huckle, J., & Wals, A. E. 2015**). However, in the repressive political climate prevailing in Egypt in 2013–15, news ventures aspiring to high standards of reporting were forced to innovate. This paper analyses three Egyptian start-ups that experimented with novel revenue streams and news services during that period, to gain insights into their approaches to managing journalism. In the process, it compares different criteria for assessing sustainability and concludes that, in adverse political environments, narrow economic measures of profitability and survival may give a misleading picture as to the sustainability of the kind of journalism conducive to democratic practice. Operating collaboratively, transparently, and ethically may slow productivity and profitability in the short term while laying stronger foundations for durable relations among media teams, as well as with readers and advertisers, in the long run (**Sakr, N. 2016**). Also, this study proposes new lines of research on sustainable social development, by establishing the importance of redefining this concept from complex thinking and socio formation to overcome the limits and gaps. Although sustainable social development tries to rely on the social aspect to achieve sustainability, it lacks specific epistemology and fails to define priorities that will ensure urgent transformations to achieve sustainability. In response to this problem, it has been proposed to use complex thinking and socio formation to improve sustainable social development, as well as to build a transdisciplinary process focused on collaborative training projects aimed at generating the urgent transformations that are required in social organization, education, processes of production and consumption, urbanization and protection of biodiversity (**Nemecio, J. Tobón, S. Hernández, L. 2020**). This paper examines how digital transformation can impact the localization and achievement

of the sustainable development goals (SDGs). We collect data on the progress made towards SDGs, existing e-governance and big data initiatives, as well as the state of localization in seven countries from different parts of the world. We find that localization allows governments to effectively tailor sustainable development strategies at the local level, which can be boosted with digital transformation. Localization requires local governments' effective planning by ensuring that budgetary allocations reflect the priorities of local communities. The main recommendations are that adequate data are necessary to identify and follow-up with decision makers, which requires a review of institutional competence in dealing with information and data and the use of digital transformation for this purpose. Appropriate funding for development programs and projects and effective application at the local level are also important (**ElMassah, S., & Mohieldin, M. 2020**) The purpose of this paper is to suggest that, to build a digital sustainable society, core terminal and instrumental values of sustainability and sustainable development should be followed across different worldviews, and in the formulation of policies or other initiatives form private and public stakeholders. These values are normative, they support the coordination of efforts of different stakeholders and can serve as guidelines for driving the development trajectory of technologies contributing to a sustainable society.

This paper found that the role of digital technologies in innovation and transformation and their impact on the environment, individuals, society and economy, from a theoretical point of view. Digital technologies have changed the way in which people communicate, study, work, interact and even look for friends, relationships and love. It is, therefore, important to reflect upon the impact that this revolution would have on the individuals and on the wider socio-economic, political and environment context. In this vein, this paper attempted to reflect on the sustainability of this revolution, by sketching the concept of digital sustainability drawing upon the concept of sustainability (**Sparviero, S. and Ragnedda, M. 2021**). The aim of this study is to analyze the impact of e-government on sustainable development. Using a logit model, for a sample of 103 countries in the period 2003–2018, the results suggest that e-government development is a positive determinant for a country to attain sustainable development, proxied by adjusted net savings, that embraces a country's economic, social and environmental development. This study provides evidence that e-government increases the probability to attain sustainable development mostly in developing and transition economies. The results also suggest that economic growth and gross national income per capita are significant positive influences in sustainable development in the whole sample and that countries with lower age dependency and natural resource rents are more likely to have sustainable development. Developing e-government allows promoting sustainable development, particularly in developing and in transition economies (**Castro, C., Lopes, C. 2022**). This research found a smart marketing strategy for the social responsibility activities of profitable companies that help spread social

awareness among the audience of these companies, and contribute to achieving a competitive advantage among other companies; Which ultimately helps to achieve sustainable development. And that is through clear societal activities that are compatible with the dimensions of sustainable development adopted by the countries of the world, relying on strategies that enable them to measure the societal goal and its feasibility to achieve, keeping away from exaggerated goals, and making each set of goals commensurate with the logical period to achieve them, that the activities and initiatives pour into The supreme interest of the state, community service, earning the vision of sustainable development, and finally having a clear period for the goals, as one of the most important reasons for its success **(Alawadly, S. 2022)** . Tourism is a vital part of the global economy but often imposes significant environmental pressure, necessitating robust legal frameworks for sustainability. This study explores the role of environmental law in promoting sustainable tourism, motivated by the need to assess the effectiveness of existing regulations. It hypothesises that while numerous international and national laws exist to mitigate tourism's environmental impacts, their effectiveness is often hindered by enforcement challenges and socio-economic factors. Using a mixed-methods approach, including a literature review and case studies, the research highlights the dual nature of tourism's impact, showing economic benefits alongside environmental costs. Case studies from Egypt, UAE, and KSA illustrate successful sustainable practices when strong legal frameworks and community involvement are present. The study concludes that a combination of regulatory measures, economic incentives, and public-private partnerships is crucial for sustainable tourism, recommending enhanced enforcement and global cooperation **(Khater, M., Ibrahim, O., Sayed, M. N. E., & Faik, M. 2024)**. The sharing economy, supported by digital platforms, efficiently matches the demand and supply of underused resources. Expanding globally and impacting different industries is offering a new path to sustainable resource consumption. The United Nations endorsed the sustainable development goals (SDGs), responding to a global call to end poverty, protect the environment and ensure that by 2030, everyone lives in peace and prosperity. Researchers have linked the sharing economy with SDGs, and extensive efforts have been exerted to quantify its impact.

Due to its evolving nature, especially in developing countries, there is a need for research to assess its promises and challenges from the SDG perspective. This research fills in this gap and contributes to the sharing economy studies by exploring its evolution within the framework of sustainable development goals, followed by an assessment of various methodologies for measuring the sharing economy and highlighting the significance of the web mining technique.

The proper implementation of this decentralized business model within a country is encouraging optimal resource use, lowering energy consumption and increasing long-term economic development. The sharing economy is a disruptive force that addresses the pillars of sustainability **(Aref, M. 2024)**.

2- Digital Media and sustainable development:

The Mass Media play crucial roles in achieving developmental objectives at local, national and international level. The mass media has been recognized as an important resource for mobilizing an entire nation towards national development. Being an integral part of the social system, the mass media is a major stakeholder in the realization of sustainable development in Nigeria. However, several factors like corruption, poor communication channels, illiteracy, inadequate infrastructure, poor implementation framework and political instability has continued to pose great challenges to the achievement of sustainable development in Nigeria. The study is anchored on the theory of functionalism and development media theory. Considering the fundamental role the mass media occupy in national development, the paper argues that for sustainable development to become a reality in Nigeria, the identified issues that impede the achievement of sustainable development in Nigeria should be addressed, so that the mass media can effectively championed sustainable development efforts in all the sectors of the economy (S., Tseyu. 2015).

Digital media is an important means of effecting change and development within societies in general and considers the strong link between the various interactions that can arise between members of these societies. Media is a concept with multiple meanings and goals, as it deals with studying, downloading and describing the treatment of various social, political, economic, and environmental, health and other phenomena that govern the process of steady development that the world is witnessing in various fields. Digital media in particular - in the modern era - plays important and influential roles in the lives of individuals and societies, as it is entrusted with the responsibility to shed light on the various initiatives and plans that are proposed related to cognitive and behavioral awareness processes that in turn lead to the development of society in general. This study sheds light on digital media technology's role in achieving sustainable development in the Arab world. Nowadays, digital media has become a vital element, which helps governments and organizations direct their messages to their audiences and create the desired social development and change. Moreover, the study clarifies that many Arab countries still suffer from poverty, illiteracy, backwardness, and environmental issues despite the massive progress of the sustainable development movement in the Arab world right after (RIO)'s declaration. Besides, the study defines the limitations that mostly hinder sustainable development programs. The study also determines the most critical requirements for achieving sustainable development in the Arab world within the digital media framework (Al Sheikh, H., & Al Serhan, F. 2022).

3- Legal and ethical challenges related to sustainable development issues:

This study found that the role of the digital economy in sustainable development is not without challenges. Privacy and cybersecurity concerns, the digital divide, and environmental impacts associated with digital infrastructure are among the key challenges that need to be addressed. Policymakers, businesses, and civil society must work collaboratively to develop regulatory frameworks, invest in digital infrastructure, and promote responsible practices that mitigate these challenges.

In conclusion, the digital economy has the potential to catalyze sustainable development by promoting resource efficiency, inclusivity, economic growth, and evidence-based decision-making. Embracing the opportunities offered by the digital economy while addressing the associated challenges can pave the way for a more sustainable and prosperous future (**Mohamed Abdel Razek Youssef, A. 2022**). The researcher aimed to study the impact of Awareness Kiosks (Ethics Kiosks) on achieving sustainable development in society. The study depends on a descriptive theoretical approach and a questionnaire. The results showed that there was a statistically significant relationship between the independent variables (social, health, educational, economic, and environmental fields) and the dependent variable (achieving sustainable development in society) and there was a significant impact of social, health, educational, economic, and environmental fields on achieving sustainable development in society. The kiosk achieved 12 of the United Nations sustainable development goals, and even added a basic goal that was overlooked by the United Nations, which is "modifying human behavior." These goals have been achieved through the various sub-programs of Ethics Kiosks, which are concerned with home repair, modifying infrastructure, economic empowerment of families, health, education, and recreational aspects for citizens in slums and impoverished areas (**Elgammal, N. E. M. 2023**). This study aims to explore a demo ethical model for sustainable development in modern society. It proposes an approach that focuses on organizing activities to improve sustainable development. Specifically, it presents a demo ethical model relevant to Society 5.0 and Industry 5.0 organizations. The objective is to identify demo ethical values that can drive sustainable development in the era of digitalization. Through a literature review and analysis, this study identifies key components of the demo ethical model and provides practical recommendations for stakeholders involved in digital transformation. The analysis of demo ethical norms and phenomena, such as education, nurturing, mind, knowledge, science, and honest work, has enabled the identification of values that align with sustainable development in society. The results of the study demonstrate that the notion of a demo ethical foundation for

sustainability is rooted in the concept of spirituality as the basis for a new societal development scenario and its relationship with nature. The study shows that ideas about the demo ethical basis of sustainability are based on the priority of spirituality as the basis of a new scenario for the development of society, as well as the integration of demographic, socio-economical, and ecological components in system-wide modeling (Zhanbayev, R. A., Irfan, M., Shutaleva, A. V., Maksimov, D. G., Abdykadyrkyzy, R., & Filiz, Ş. 2023). This research paper aims to provide an overview of the role of media in promoting values and meditation for sustainable development. Sustainable development requires a shift in individual and collective values and a deeper understanding of interconnectedness and mindfulness. As a powerful communication tool, the media can play a crucial role in disseminating information, shaping public opinion, and fostering positive behavioral changes. Meditation practices can enhance mindfulness and values-based decision-making, contributing to sustainable development efforts. This paper explores the potential of media and meditation as complementary approaches to promoting sustainable development values and practices (Dhiman, B. 2023). This paper aims to examine how technological media accelerates sustainable development. Further, the mediating role of good governance and society empowerment would be investigated. A questionnaire survey was conducted among 450 students at the level of higher education using stratified sampling plan. Following a two-step approach, a measurement model was estimated and then a structural model was analyzed to evaluate five proposed hypotheses. The research results indicate that technological media has a direct and positive effect on good governance, empowerment and sustainable development; technological media has an indirect and positive influence on sustainable development via good governance and empowerment as mediating variables; good governance and empowerment are significant antecedents of sustainable development (Nasrolahi Vosta, L., & Jalilvand, M. R. 2024).

Commenting on previous studies:

The researcher benefited from previous studies in developing and crystallizing the research problem, which enabled her to accurately define the objectives of her study, identify the important points that can be addressed and focused on, and how to formulate her study questions well, in addition to choosing the appropriate theoretical frameworks. The researcher became aware of the most important variables and relationships that can support her study and add something new to it.

The Problem Statement

Digital media, including websites, electronic newspapers, specialized websites (economic-social-environmental), and specialized accounts and pages on social networking sites, cover the issues of sustainable development in Egypt.

All this momentum of information and data that are published about sustainable development issues in Egypt after being covered and producing them from digital media raises a set of **issues and problems related to the following aspects:**

- **The extent of** success of media coverage of sustainable development issues in Egypt by digital media, including websites, electronic newspapers, specialized websites (economic-social-environmental), and specialized accounts and pages on social networking sites, in achieving their media goals of informing, interpreting, explaining, investigating, and providing direct or indirect services, in addition to covering all elements of sustainable development with its economic, social, and environmental dimensions.
- **The extent of** their respect for the values and ethics of Egyptian society in general, and the professional ethics of media work in particular.
- **The extent of** its commitment to the law and legislation regulating digital media with regard to the content published on sustainable development issues in Egypt in its three dimensions.
- **As for** the nature of media coverage of sustainable development issues in Egypt, questions are raised about the nature of the content, whether it is constructive and effective or destructive and negative. Also about its role in building real public awareness or false awareness. as well as forming positive or negative trends.

Here the problem of legal and ethical challenges arises in digital media coverage of sustainable development issues in Egypt in its economic, social, and environmental dimensions.

- **Attitudes and trends** of experts in the fields of law, sustainable development, and media; specialized professors and professional practitioners as an original party in the digital media equation in its coverage of sustainable development issues in Egypt towards media performance in terms of objectives, content, form, methods of coverage, legal and ethical aspects, and credibility.
- **How to** achieve maximum benefit from the processing of these digital media as well as specialized accounts and pages on social networking sites by the public in a way that supports sustainable development issues in Egypt, and supports the country's plans for sustainable development without hindering or conflicting with it, and the necessity of addressing any legal or ethical violations or challenges.
- **The issue or problem of** the long-term effects caused by websites, accounts and various pages on social networking sites on the level of knowledge of the Egyptian public and their attitudes towards sustainable development issues in its three dimensions (economic - social - environmental). Their current and future repercussions.

- **The problem of** how to formulate new ethical and legal rules that are consistent with the nature of digital media so that media content producers adhere to the law and ethics in their handling of sustainable development issues in Egypt.
- **The problem of** the extent of the existence of controls on what is published about sustainable development issues in Egypt in its economic, social and environmental dimensions on various sites, who has the right to intervene if it is wrong? and the features of the ethics of what is published, especially on social networking sites, and its effects.

Based on the above, the researcher identified the problem of the study in monitoring and analyzing the relationship between the exposure of experts in the fields of law, sustainable development, and media; specialized professors and professional practitioners to the digital media's coverage of sustainable development issues in Egypt with its economic, social, and environmental dimensions, and their attitudes toward the role of digital media in shaping awareness of sustainable development issues and the public's attitudes toward them, and the nature of their effects on the future of legal and ethical legislation regulating them within the framework of the challenges they face at the present time.

The importance:

The importance of the study revolves around several aspects, which are:

- 1- The study deals with an important and vital issue, which is the digital media's handling of sustainable development issues in Egypt.
- 2- The abundance, multiplicity and diversity of content categories for sustainable development issues in their three dimensions (economic - social - environmental) that digital media addresses daily.
- 3- The study attempts to monitor the attitudes and trends of experts in the fields of law, sustainable development, and media; specialized professors and professional practitioners as an original party in the digital media equation in its handling of sustainable development issues in Egypt for what is published and addressed in digital media.
- 4- Developing a future vision for formulating new ethical and legal rules that are consistent with the nature of digital media so that media content producers adhere to the law and ethics in their handling of sustainable development issues in Egypt.

Theoretical framework of the study:

This study is based on a set of integrated theoretical frameworks that help in achieving the objectives of the study and thus can be relied upon in interpreting its results; It includes the development theory on media, The Innovations theory, Social Responsibility Theory, The Agenda-Setting Theory:

1-the development theory on media This theory applies to developing countries and reflects the role of media in them, in which media should play a social, political, and economic role in society. According to (Mcquail, 1983), there is a

thin line between the media's role in developing countries and its role in communism. Nevertheless, in communism, the media is cautious about spreading news that might backfire on society's political and economic stability. Moreover, the liberals criticized the communism theory since they consider the development media a controlling and manipulative tool to news, which the advanced countries produce. Thus, this news is seen as commercials that disregard the developing countries. In return, the media obtains news from liberal media for entertainment purposes (Al Sheikh, H., & Al Serhan, F. 2022).

2- The Innovations theory:

Digital media helps achieve the goals of development plans in developing countries since its importance lies in being associated with the political, social, and economic systems and the national progress in such countries. Hence, the positive participation of production powers- through planned media and the media role in education and awareness, leads to such plans' success. This requires establishing national media policies to define the priorities and means needed to reach the desired goals since media paves the way towards production. Therefore, the media role stems from the progress based on media, production, and ongoing interaction with it. Hence, the relationship between media and development is defined through thought and work. To his end, the Diffusion of Innovations theory depends on three stages as follows:

- Innovating, creating, or developing new ideas
- Spreading or delivering new thoughts to the audience
- The results or changes, which occur within the social system for adapting or rejecting new ideas (Al Sheikh, H., & Al Serhan, F. 2022).

3-Social Responsibility Theory:

It came in the media to define the concept of media freedom, but it carried with it the idea of responsible freedom, not absolute freedom. Therefore, its principles attempted to liberate the press, and then all media outlets, from the domination of some segments of society over them, and to call for objectivity in the media message and to preserve the values of society and to transmit these values from one generation to the next, while these outlets remain far from the authority of the government (Mahna, F. 2000).

The central idea of it is based on the voluntary self-regulation of the journalism profession, and that whoever enjoys freedom must bear certain obligations towards society in return, such as the commitment of the media outlets to responsibility towards promoting cultural, social and political enlightenment, and that the public has the right to participate through the means of communication to establish a free market of ideas in society (Hussam al-Din, M. 2003).

McQuail points out that the principles of the theory of social responsibility are summarized in (Baran, S. Davis, D. 2012):

- 1- That the press and media outlets have obligations towards society that they must fulfill in order to gain the public's trust.
- 2- That what the media publishes must be characterized by truth, accuracy, objectivity, balance and honesty in publishing.
- 3- The necessity for the media to enjoy freedom and work to organize itself.
- 4- The press must adhere to a set of laws, codes of ethical honor and professional standards so as to avoid what could lead to crime, violence, chaos and insults to minorities.
- 5- The press must be diverse and reflect the diversity of opinions and adhere to the right of response.
- 6- Society has a right over the press, which is to adhere to high standards in performing its functions.

Dimensions and foundations of the theory (Othman, S. 1999):

The theory of social responsibility is based on three basic dimensions:

The first dimension: relates to the functions that contemporary media should perform.

The second dimension: is concerned with the standards of media performance, which include the ethical standards of individuals, in addition to the standards of the media and their ethical charters, whether written or unwritten.

The third dimension: relates to the behaviors that must be observed by media professionals to achieve the principles of social and ethical responsibility or the system of professional values that govern the performance of media professionals.

Employing the theory of social responsibility to serve research purposes:

This study benefits from the theoretical data, specific to the dimensions of the moral responsibility of the digital media, to know the limits and dimensions of moral responsibility in digital media in their treatment and coverage of published **Sustainable Development Issues** with the aim of identifying the degree of focus on certain moral aspects and responsibilities, in addition to verifying the degree of both commitments: moral and professional in this treatment.

4- The Agenda-Setting Theory:

Communication and media scholars believe that there is a relationship between the stressed-upon issues by media and the audience's perspective since these issues hugely contribute to setting the audience agendas. Thereby, the media educates and guides the audience on general issues and their importance through relevant media messages. Thus, it shapes people's social life through the news it delivers. McCombs (2011), pointed "that the agenda-setting influence of the news media is not limited to this initial step of focusing public attention on a particular topic, the media also influence the next step in the communication process, our understanding and perspective on the topics in the news". This function also helps the media form public opinion on issues through consensus since some decision-makers can establish a particular agenda and allow the media to adopt specific

issues to present to the audience. Consequently, stressing such issues deems them a priority to the media and its agenda. Hence, they become mass priorities. The media can achieve utmost effectiveness if it takes into consideration the following factors:

- The communicator's knowledge and experience of the environment he/she communicates with
- The communicator's ability to precisely define the goal, understand the audience, its interests, factors, and characteristics affect the communication process.
- Preparing proper messages and a suitable method to attract the audience (Al Sheikh, H., & Al Serhan, F. 2022).

Methodological and procedural framework:

The methodology of this paper utilizes a qualitative research approach methodology conducting focus group discussion with a selected group of experts from a variety of fields; law, sustainable development, and media, specialized professors and practitioners of the profession.

then employs the descriptive study method, as it focuses on describing the current situation of the phenomenon of exposure or use of digital media by experts in general and exposure to content related to addressing sustainable development issues in Egypt with its economic, social, and environmental dimensions.

Also, interpreting, analyzing, and monitoring its relationship with the attitudes of the audience of experts towards that processing and its cognitive, directional, and behavioral effects, as well as its credibility, legal, and ethical challenges associated with it.

Study community:

Experts in the fields of law, sustainable development, and media; specialized professors and practitioners of the profession.

Study sample:

A sample of experts in the fields of law, sustainable development, and media, specialized professors and practitioners of the profession, numbering 48 experts.

Data collection method:

The focus group discussion method will be employed by applying it to three groups, each of which includes 16 experts.

The focus group method was implemented as follows:

First: Preliminary enlightening meetings were held with the members of the three groups to brief them on the research objectives, its basic questions, their role in it, and the requirements of this role.

Second: The sample of experts was exposed to a group of slides that included models of media processing of sustainable development issues in Egypt with their economic, social, and environmental dimensions, as presented by a sample of digital media outlets, electronic websites, electronic newspapers, specialized websites (economic-social-environmental), and specialized accounts and pages on social networking sites, **including the following sites:**

-(Youm7 -Akhbar Al-Youm Gate- Al-Ahram Gate -Al-Masry Al-Youm-Al-Watan -Veto -Sada Al-Balad- Nabd -Elaph -Al-Arabiya -Middle East Online - Al-Bawaba News -Masrawy -CNN Arabic -BBC Arabic-Sky News Arabia - Russia Today).

In addition to a group of specialized economic sites, which are:

-Al-Mal Newspaper: almalnews.com/

-Alborsa Newspaper: <https://alborsaaneews.com>.

-Hapi Newspaper: hapijournal.com/.

-Al-Eqtisadiyah Website: www.aleqt.com/

- Al-Youm Al-Eqtisadi : The first Egyptian website specialized in economic news moment by moment. alyoumalektesady.com/.

-sa.investing.com/news/economy: Economic News - Investing.com.

-Economic News - General Authority for Information: www.sis.gov.eg/section/10245/4?lang=ar.

-Ministry of Finance - Arab Republic of Egypt: mof.gov.eg/.

-The World of Economics | Cairo News: alqaheranews.net/category.

-Egypt | Economy of the East with Bloomberg: asharqbusiness.com/tags/36.

-eleqtisade News: eleqtisadenews.com/

-Economy Plus: economyplusme.com/

-Egyptian Economy - Independent Arabia: www.independentarabia.com/tags/

-Egypt Economy | Middle East: aawsat.com/tags/

-Egypt Economy: eqtisadmisr.com/

-Egyptian Center for Economic Studies: eces.org.eg/

-france24.com: <https://www.france24.com/>

-Economic Magazine - Central Bank of Egypt: www.cbe.org.eg/ar/economic-research/economic-reports/economic-review

-First - Economic and Financial News Website: www.awalan.com/.

-Economy Plus Website: <https://economyplusme.com>

-Enterprise Newsletter: <https://enterprise.press/>.

- Mokhbir Eqtisadi: <https://www.youtube.com/c/MokhbirEqtisadi/videos>

-Ektesad Alkawkab:

<https://www.youtube.com/channel/UCjMdGUQQM68S7tdXspE45Ag/videos>

In addition to a group of specialized environmental websites They are:

-Environment News Magazine: The most prominent and latest environmental news locally and globally: environment-news-eg.com/.

-Environment News: Home www.env-news.com/

-United Nations Environment Program – UNEP: www.unep.org/ar

-From the organization: - the news website of the Arab Organization for Agricultural Development www.aoad.org/ar_news.htm

-Ministry of Environment | Home: www.eeaa.gov.eg/

This is followed by a comprehensive summary analytical presentation of the content attitudes and processing methods by the researcher.

Third: The researcher raised during the discussion sessions with each group these points that constitute the discussion axes and included:

- Experts' exposure to digital media.

- What is its extent?
- What are its motives?
- And what are the satisfactions achieved from it?

-The extent of experts' exposure to content related to addressing sustainable development issues in Egypt.

-Preferred media outlets regarding content related to addressing sustainable development issues in Egypt.

Electronic newspapers.

Websites.

Specialized professional economic, social, and environmental websites on the Internet.

Economic, social, and environmental pages and accounts on Facebook, Twitter, YouTube, and Instagram.

- Expert evaluation of digital media's handling of sustainable development issues in Egypt.

- **In terms of :**Content or topics raised -Form -Issues focused on -Honesty -Accuracy -Completeness -Diversity -Balance -Respect for privacy -Depth -Active figures -Reference to reliable sources -Credibility -Interactivity -Respect for public rights -Media role -Explanatory role -Service advisory role.

The extent of its success in meeting the public's right to knowledge about sustainable development issues in Egypt.

- **The impact** of public exposure to content related to addressing sustainable development issues in Egypt (interim effects, long-term effects) on public behavior and its dealings with these issues.

- **The future of** legal and ethical challenges in light of the roles of digital media in the field of sustainable development issues in Egypt.

Fourth: Then the researcher began the discussion on these points and after the end of the first session with each group, the researcher summarized the trends of the discussions within the group and reached conclusions from each summary.

Fifth: During a second meeting with each group, the researcher presented these conclusions and summaries to each group, asking them to comment, analyze, and make recommendations.

Sixth: Through the above, a comprehensive report was prepared on the discussion within the three groups.

The study was conducted during February 2024.

Study results

The researcher applied the study to three groups of experts in the fields of law, sustainable development, and media, specialized professors and practitioners of the profession. the total of each group was 16 individuals, bringing the total number of experts on whom the research was conducted to 48 experts; The sample of experts was selected using the available sample method; **considering the following:**

1- To be representative of males and females. the total of each group separately was 16 experts.

2- The age group differed, starting from 35 years and over.

3- Diversity of educational level and thus job level among the sample of experts between: university degree holder - master's degree holder - and doctorate holder.

4- Diversity and difference in specialization; so that the sample covers all research specializations as much as possible:

Professors specializing in law, workers in the field of law, professors specializing in sustainable development, workers in the field of sustainable development, professors specializing in media, workers in the field of media.

5- Difference in years of experience between them ranging between ten and 40 years.

The following is a detailed presentation of the results of focus group discussions with the sample of doctors

Firstly: Results related to the first group:

- The first group included 16 experts in the field of law as follows:

1- University lecturer, 40 years old, female, 10 years' experience, specializing in public international law.

2- University lecturer, 38 years old, 10 years' experience, specializing in criminal law.

3- Assistant professor, 45 years old, female, 12 years' experience, specializing in administrative law.

4- Assistant professor, 46 years old, 14 years' experience, specializing in private criminal law.

5- Assistant professor, 47 years old, female, 15 years' experience, specializing in private law.

6- University professor, 50 years old, 20 years' experience, specializing in judicial law.

7- University professor, 55 years old, female, 25 years' experience, specializing in financial law.

8- University professor, 60 years old, 30 years' experience, specializing in constitutional law.

9- Judge in the Court of Cassation, 45 years old, 14 years' experience, specializing in private criminal law.

10- Judge in the Court of Appeal, 46 years old, 15 years' experience, specialized in public international law.

11- Judge in the State Council, 47 years old, 17 years' experience, specialized in administrative law.

12- Judge in the Supreme Constitutional Court, 50 years old, 16 years' experience, specialized in constitutional law.

13- Judge in the Supreme State Security Court, 55 years old, 30 years' experience, specialized in financial law.

14- Lawyer, 40 years old, female, 15 years' experience, specialized in criminal law.

15- Lawyer, 50 years old, 25 years' experience, specialized in financial law.

16- Lawyer, 55 years old, female, 30 years' experience, specialized in administrative law.

The discussions within the first group included a set of points that addressed the following topics:

The first component: Exposure to digital media:

1- There is a consensus among experts in the field of law; university professors and practitioners of the profession **to follow digital media** from electronic newspapers and websites, specialized websites, and accounts on social networking sites such as Twitter, Instagram and Facebook.

2- There is a difference between experts in the extent of following the digital media; and the rate of browsing it; experts who work as university professors and practice the profession of law, at a rate of 50%, were keen to follow digital media on a daily basis for a period ranging from one to three hours, and most of this follow-up was through the mobile phone in the evening. As for experts who work as judges, at a rate of 50%; They do not follow digital media on a regular basis due to their preoccupation with their job duties, so they browsed the media at a rate of two or three days a week for a period ranging from one to three hours, and through the mobile phone in the evening.

3-Regarding the motives for exposure to the digital media; There was a consensus on following digital media due to the immediate update of news and topics that occupy their interests, and the ease of communication and interaction with these media.

4- As for the satisfactions achieved from exposure to the digital media; there was an agreement on helping them spend their free time in a useful way, and satisfying their curiosity and inquisitiveness about what is going on around them in the outside world.

The second component: Exposure to content related to addressing sustainable development issues through digital media:

1- Regarding the extent of their exposure; experts who work as university professors and practice the legal profession, at a rate of 50%, were keen to be exposed regularly every day for no less than an hour using their mobile phones during the evening, while experts who work as judges, at a rate of 50%, were not regularly exposed to content related to sustainable development issues through digital media.

2- Regarding the preferred media outlets according to their credibility; There was a consensus on preferring the websites of strong, established media and news institutions known for their credibility, such as: CNN and BBC.

3- As for their reasons for considering these outlets or their preferred websites more credible than others; It is because they rely on reliable sources, meaning that if they publish news about sustainable development issues in Egypt, they are keen to mention the source from which these details were taken. These websites also have extensive experience and a good reputation in media work.

The third component: Evaluation of digital media coverage of sustainable development issues in Egypt:

1- Regarding the opinion and evaluation of legal experts on the content or topics related to sustainable development issues raised in digital media in terms of their importance; there is agreement that the majority of what is published on specialized economic websites, also in accounts and pages specialized in the environment on social media, includes information that is not important to the public, but rather includes a lot of incorrect information.

- **As for the novelty of the information,** there is agreement that the social information provided is not recent; rather, it is duplicated and has been previously presented or published.

- **In terms of benefit and usefulness to the reader,** there is a 90% agreement that the economic, social, and environmental information provided is not useful to the Egyptian public because it attempts to beautify the ugly reality, and does not express it with complete honesty and integrity.

2- Regarding the evaluation of legal experts on the form in which it is presented and the coverage carried out by digital media on sustainable development issues; there is agreement that it lacks attractiveness and effectiveness because most of it does not have unwritten materials that support the content such as pictures, drawings, or videos.

3-Regarding the media experts' evaluation of the sources used by digital media to obtain information on addressing sustainable development issues; there is a difference as 70% of them saw that the information published about sustainable development in digital media does not mention or specify the source from which the media quoted this talk. While 30% of them saw that there is some news and information about sustainable development that is published on credible websites, and they rely on and refer to reliable sources in what they publish.

4- Regarding the legal experts' evaluation of the nature of the role played by digital media in addressing sustainable development issues in Egypt (the warning media role - explanatory, interpretive, advisory, and service role); 80% agreed that it did not succeed in fulfilling the public's right to know the elements of sustainable development (economic, social, and environmental) due to its reliance on excitement, exaggeration, and superficiality of coverage, and its failure to adhere to legal aspects in addressing issues that occur in society, so we find a clear violation of the texts of the law, especially in addressing the crushing social problems that the Egyptian family suffers from. In addition to not performing the required interpretive role because it did not provide sufficient details and backgrounds about the real roots that led to the deterioration of the economic situation and the unprecedented spread of crime in Egyptian society. Also, its inability to perform the expected advisory and service role by finding realistic solutions to the moral crisis that children and youth in particular suffer from, and trying to develop a comprehensive plan to guide society to preserve the authentic customs and traditions of society. In conclusion, the roles it performs are considered additional or complementary roles and can be dispensed with.

The fourth component: The extent of credibility of content related to sustainable development issues in digital media:

1- Regarding the point of view of legal experts on the extent to which digital media enjoys credibility or lack thereof in its coverage of sustainable development issues; they differed as 80% believe that it does not enjoy credibility at all due to the inaccuracy of information in many media, and also the failure to attribute news and information to its original source.

While 20% of them believe that it enjoys credibility due to the attribution of news to its source, and freedom in news coverage.

2- 80% of legal experts believe that digital media's coverage of sustainable development issues lacks honesty, accuracy, completeness, balance and depth, due to its failure to respect the texts of the law regarding publishing laws, especially when it comes to sensitive and thorny social issues, we notice a clear violation of the legal standards that media professionals must adhere to.

In addition to the emergence of another very important and dangerous problem, which is the issue of respecting privacy, which is considered one of the most important challenges facing the media industry in the modern era, the lines dividing the public and private have become difficult to distinguish between them in this vast world in cyberspace of websites and social networking sites. While 20% of them confirm the availability of elements of diversity, interactivity and attribution to reliable sources in what digital media publishes of topics related to sustainable development issues.

The Fifth Component: Legal and Ethical Challenges Associated with Addressing Sustainable Development Issues through Digital Media:

1- Regarding the point of view of legal experts on the extent of the success of digital media in fulfilling the public's right to knowledge of sustainable development issues; There is agreement that digital media has failed to provide the public with accurate and correct information on many economic, social, environmental, and cultural topics, and there is also a lot of misleading and incorrect information about the reality of sustainable development in Egyptian society.

2- Regarding the point of view of legal experts on the reality of the legal challenges associated with addressing sustainable development issues through digital media; It can be summarized in the existence of many legal violations in the content displayed on websites and social media.

In addition to the lack of a clear charter for the important legal aspects that must be considered when producing content related to all aspects of sustainable development, especially when the content relates to social and cultural aspects, due to the thorny aspects it addresses related to the individual's life.

3- Regarding the point of view of legal experts on the reality of the ethical challenges associated with addressing sustainable development issues through digital media; There are many ethical violations and breaches of many ethical rules related to the nature of Egyptian society, in addition to the lack of respect for the ethics of the media profession.

4- As for the legal experts' view of the effects resulting from the Egyptian public's exposure to content related to addressing sustainable development issues through digital media (interim effects - long-term effects) ; on their behavior: it is represented in the public's lack of awareness of the nature of sustainable development issues, and ignorance of many of their contents, and thus not interacting with them and striving to achieve them.

The sixth component: Proposals to activate the media coverage of content related to sustainable development issues in digital media:

1- It is necessary to formulate clear legal rules that are consistent with the special nature of digital media in general, and the goals of sustainable development issues in particular.

2- There must be clear ethical rules; based on the ethics of society in general, and then the ethics of the media in particular.

3- The necessity of subjecting all published topics related to sustainable development issues in digital media; to direct and strict control by specialized legal men, and to be subject to direct supervision by the National Media Council.

4-The necessity for the ministries and agencies responsible for communications to block websites that have been proven to publish many false

and misleading news about the reality of sustainable development issues in Egypt, due to their danger in confusing the Egyptian public and negatively affecting their awareness of the extent of the danger of sustainable development in the growth and progress of the Egyptian state in all aspects of life. They add that when countries take these firm measures, we will find topics characterized by accuracy, honesty and objectivity based on the reality of sustainable development issues in Egypt.

Secondly: Results related to the second group:

- The second group included 16 experts in the field of sustainable development as follows:

- 1- University lecturer, 35 years old, 10 years of experience, specialized in sustainable development and the economic dimension.
- 2- University lecturer, 36 years old, female, 11 years of experience, specialized in sustainable development and the social dimension.
- 3- Assistant professor, 43 years old, female, 13 years of experience, specialized in sustainable development and the environmental dimension.
- 4- Assistant professor, 44 years old, female, 12 years of experience, specialized in sustainable development and the economic dimension.
- 5- Assistant professor, 45 years old, 14 years of experience, specialized in sustainable development and the environmental dimension.
- 6- Assistant professor, 47 years old, female, 18 years of experience, specialized in sustainable development and the economic dimension.
- 7- University professor, 50 years old, female, 20 years of experience, specialized in sustainable development and the environmental dimension.
- 8- University professor, 52 years old, 22 years of experience, specialized in sustainable development and the social dimension.
- 9- University professor, 65 years old, 40 years of experience, specialized in sustainable development and the economic dimension.
- 10- University professor, 66 years old, female, 40 years of experience, specialized in sustainable development and the environmental dimension.
- 11- Consultant, 46 years old, 17 years of experience, specialized in sustainable development and the social dimension.
- 12- Consultant, 50 years old, 20 years of experience, specialized in sustainable development and the economic dimension.
- 13- Consultant, 55 years old, 30 years of experience, sustainable development and the environmental dimension.
- 14- Consultant, 45 years old, female, 18 years of experience, specialized in sustainable development and the economic dimension.
- 15- Consultant, 60 years old, 35 years of experience, specialized in sustainable development and the environmental dimension.

16- Consultant, 55 years old, female, 30 years of experience, specialized in sustainable development and the economic dimension.

The discussions within the second group included a set of points that addressed the following **components**:

The first component: Exposure to digital media:

1- There is a consensus among experts in the field of sustainable development; University professors and practitioners **follow digital media** from electronic newspapers and websites, specialized websites, and social media accounts such as Twitter, Instagram, and Facebook.

2- Regarding the extent of media follow-up and browsing rate; there is also a difference between sustainable development experts, 80% of whom prefer to follow digital media on a daily basis for a period ranging from one to three hours, and most of this follow-up is done through mobile phones and laptops in the evening. While 20% of them do not follow digital media regularly due to their preoccupation with research and conferences, so they browsed the media at a rate of two or three days a week for a period ranging from two to three hours in the evening.

3- Regarding the motives for exposure to the digital media; they were represented in their comprehensiveness and depth of analysis and interpretation of events and clarity of the source, and also their enjoyment of a high degree of credibility and trust in the media materials they present.

4- Regarding the satisfactions achieved from exposure to the digital media; It included teaching them new things that they did not know and could not learn except through it, in addition to presenting models of civilized behavior and encouraging it.

The second component: Exposure to content related to addressing sustainable development issues through digital media:

1- Regarding the extent of their exposure; 80% of experts in the field of sustainable development are keen to be exposed regularly every day for at least an hour using their mobile phones during the evening, while 20% of them were not regular in their exposure to content related to addressing sustainable development issues through digital media.

2- Regarding the preferred media outlets according to their credibility; There was a consensus on preferring CNN, BBC, and Al Arabiya, whether their television channels or their websites, as they are strong and well-established media and news institutions known for their credibility.

3- As for their reasons for considering these preferred media outlets more credible than others; It is because they rely on reliable sources, meaning that when they publish news about sustainable development issues in Egypt, they are keen to mention the source from which these details were taken. They are also

keen to update the news materials continuously. They are also balanced and objective in their presentation and analysis.

The third component: Evaluation of digital media coverage of sustainable development issues in Egypt:

1- Regarding the opinion and evaluation of experts in the field of sustainable development of the content or topics related to sustainable development issues raised in digital media in terms of their importance; there is agreement that the majority of what is published on specialized economic and environmental websites, also in specialized accounts and pages on Twitter, Instagram and WhatsApp, includes unimportant information for the public and contains a lot of incorrect information.

As for the novelty of the information, 85% of sustainable development experts agreed that the social information provided is not recent; rather, it is old and repeated and has been previously presented or published in many media outlets.

In terms of benefit and usefulness to the reader, there is consensus that the economic, social and environmental information provided is not useful to the public; rather, in many cases, it is extremely harmful to them due to the presentation of incorrect information that has no scientific basis.

2- Regarding the evaluation of sustainable development experts of the form in which it is presented and the coverage that digital media undertakes of sustainable development issues;

There is an 80% agreement that it lacks attractiveness and effectiveness because most of them do not have non-written materials that support the content such as images, drawings or videos.

3- Regarding the media experts' evaluation of the sources used by digital media to obtain information on addressing sustainable development issues; there is a difference as 60% of them believed that the information published about sustainable development in digital media does not mention or specify the source from which the media quoted this talk.

While 40% of them believed that there is some news and information about sustainable development that is published on websites that are characterized by credibility, and are based on reliable scientific sources in what they publish.

4- Regarding the sustainable development experts' evaluation of the nature of the role played by digital media in its coverage of sustainable development issues in Egypt (the warning media role - explanatory, interpretive, advisory, and service role); they confirmed that it does not perform the required media role because it did not respect the rights of the public to publish the latest economic, environmental and social studies and research in the world. Also, its failure to perform the required interpretive role because it did not provide sufficient details and did not respect the scientific and professional rules for obtaining and interpreting information. In addition to its inability to perform the expected advisory and service role and did not care to focus on the economic and

social issues that occupy the public opinion of the Egyptian public. In conclusion, the roles it performs are considered additional or complementary roles and can be dispensed with.

The fourth component: The extent of credibility of content related to sustainable development issues in digital media:

1- Regarding the point of view of sustainable development experts on the extent to which digital media is characterized by credibility or lack thereof in its coverage of sustainable development issues; there is a difference as 80% of them confirm that it is not characterized by credibility at all due to the spread of economic rumors, especially regarding the issue of liberalizing the exchange rate of the Egyptian pound against the US dollar, which leads to confusion in public opinion, and leads to harm to the Egyptian economy and its negative repercussions on the Egyptian citizen, due to the continuous rise in the prices of basic goods and services in Egypt.

In addition to false environmental news and exaggeration towards it, especially regarding the issue of global warming, and the noticeable change in temperatures. This resulted in conflict in news and information related to this issue in a way that made the Egyptian public unable to understand the reality of the environmental situation in Egypt.

While 20% of them believe that it is characterized by credibility due to the comprehensiveness in presenting news of sustainable development issues from different angles and impartiality, in addition to the balance in presenting different opinions on economic, social, and environmental issues in Egypt.

2- 80% of sustainable development experts confirm that digital media coverage of sustainable development issues lacks objectivity, transparency, honesty, trust, depth and respect for privacy. While 20% of them confirm the availability of elements of diversity, interactivity and attribution to reliable sources in what digital media publishes of topics related to sustainable development issues.

The Fifth Component: Legal and Ethical Challenges Associated with Addressing Sustainable Development Issues through Digital Media:

1- Regarding the sustainable development experts' point of view on the extent of the success of digital media in meeting the public's right to knowledge about sustainable development issues; there is agreement that digital media has failed to provide the public with accurate and correct information on many economic, social, environmental, and cultural topics.

Also, there is a lot of false and incorrect information about the reality of sustainable development in Egyptian society.

2- Regarding the sustainable development experts' point of view on the reality of the legal challenges associated with addressing sustainable development issues through digital media; It can be summarized in the existence of many legal violations in the content displayed on websites and social media. Including the lack of respect for intellectual property rights and the lack of protection of creators and publishers, there is a lot of information that is published about sustainable development issues by non-specialists, and this does not comply with the standards of publishing in digital media, in addition to the ignorance of the sources from which the information is obtained, as it publishes materials that include insults to religious beliefs or incitement to violence, discrimination, hatred and intolerance.

3- Regarding the point of view of sustainable development experts on the reality of the ethical challenges associated with addressing sustainable development issues through digital media; There are many ethical violations and breaches of many ethical rules related to media practice, such as the lack of oversight, the absence of professional and ethical responsibility when publishing. It has opened the way for defamation of others, it leads to casting false light on some personalities, and it is a window for spreading lies and rumors. Therefore, what is published may lead to public frustration and spreading panic, especially with regard to environmental issues and climate change.

In addition to publishing unprofessional news through accounts and pages created for this purpose (hidden pages that have become widely present on social media), as well as misleading public opinion, which is considered a challenge to media values such as accuracy and objectivity.

4- As for the vision of sustainable development experts on the effects resulting from the exposure of the Egyptian public to content related to addressing sustainable development issues through digital media (interim effects - long-term effects); on their behavior: it is represented in the public's lack of awareness of the nature of sustainable development issues, and ignorance of many of its contents, and thus not interacting with it and striving to achieve it.

The sixth component: Proposals to activate the media coverage of content related to sustainable development issues in digital media:

1- It is necessary to develop a code that includes the rules and ethics of using digital media within media institutions.

2- The necessity of updating the curricula related to media legislation and ethics in digital media in faculties and departments of media in various universities in line with current technological developments.

3- The necessity of integrating the subject of media use of digital media within professional media training programs.

4- The proposals of the experts of the second group agreed with the previous group on the necessity for ministries and agencies responsible for

communications to block websites that have been proven to publish many false and misleading news about the reality of sustainable development issues in Egypt due to their danger in confusing the Egyptian public and negatively affecting their awareness of the extent of the danger of sustainable development in the growth and progress of the Egyptian state in all aspects of life.

They add that when countries take these firm measures, we will find topics that are characterized by accuracy, honesty, and objectivity based on the reality of sustainable development issues in Egypt.

Thirdly: Results related to the third group:

- The third group included 16 media experts as follows:

- 1- University lecturer, 36 years old, female, 10 years' experience, specialized in websites.
- 2- University lecturer, 38 years old, 12 years' experience, specialized in artificial intelligence applications in the media.
- 3- Assistant professor, 44 years old, female, 11 years' experience, specialized in media ethics.
- 4- Assistant professor, 45 years old, 13 years' experience, specialized in electronic journalism.
- 5- Assistant professor, 46 years old, female, 15 years' experience, specialized in graphic designs.
- 6- University professor, 48 years old, 19 years' experience, specialized in media ethics.
- 7- University professor, 51 years old, 22 years' experience, specialized in social media.
- 8- University professor, 60 years old, 30 years' experience, specialized in media ethics.
- 9- Media practitioner, 42 years old, 14 years' experience, specializing in social media.
- 10- Media practitioner, 60 years old, female, 35 years' experience, specializing in media editing.
- 11- Media practitioner, 47 years old, 17 years' experience, specializing in program preparation.
- 12- Media practitioner, 50 years old, 16 years' experience, specializing in electronic journalism.
- 13- Media practitioner, 55 years old, female, 30 years' experience, specializing in digital media.
- 14- Media practitioner, 38 years old, 12 years' experience, specializing in graphic design.
- 15- Media practitioner, 45 years old, female, 20 years' experience, specializing in websites.
- 16- Media practitioner, 40 years old, 15 years' experience, specializing in social media.

The discussions within the third group included a set of points that addressed the following topics:

The first component: Exposure to digital media:

1- There is a consensus among media experts; University professors and practitioners **follow digital media** such as electronic newspapers and websites, specialized websites, and social media accounts such as Twitter, Instagram, and Facebook.

2- Regarding the extent of media follow-up and browsing rate; There is also a difference between media experts. We note that experts working in the media field, at a rate of 80%, prefer to follow digital media on a daily basis for a period ranging from one to three hours, and most of this follow-up was through mobile phones and laptops in the evening. As for experts working as university professors, at a rate of 40%; They do not follow digital media on a regular basis due to their preoccupation with research and conferences, so they browsed the media at a rate of two or three days a week for a period ranging from two to three hours in the evening.

3- Regarding the motives for exposure to the digital media; It is represented in the fact that its media materials address various intellectual and political trends and visions, as well as the immediate update of news and topics that occupy the interest of public opinion.

4- As for the satisfactions achieved from exposure to the media; It included helping them to activate and develop their mental and scientific abilities, and it also made them benefit from the experiences of others.

The second component: Exposure to content related to addressing sustainable development issues through digital media:

1- Regarding the extent of exposure of media experts, there is also a difference; 60% of them are keen to be exposed regularly every day for no less than an hour using their mobile phones during the evening, while 40% of them are not regular in being exposed to content related to addressing sustainable development issues through digital media.

2- Regarding the preferred media outlets according to their credibility; There was a consensus on preferring CNN, BBC, and Al Arabiya, whether their television channels or their websites, as they are strong and well-established media and news institutions known for their credibility.

3- As for the reason's media experts consider these preferred media outlets to be more credible than others; Because they rely on interaction with their audience from various specializations. They also do not use the method of excitement and exaggeration in the treatment. In addition to their reliance on reliable sources, meaning that if they publish news about sustainable

development issues in Egypt, they are keen to mention the source from which these details were taken. And its success in supporting the public's right to know what is happening around them in these important issues.

The third component: Evaluation of digital media coverage of sustainable development issues in Egypt:

1- Regarding the opinion and evaluation of media experts of the content or topics related to sustainable development issues raised in digital media in terms of their importance; there is an agreement among media experts of 80% that many of the sustainable development issues that are addressed and focused on are not important to the public, in addition to the inaccuracy in choosing titles, and the weakness of the language used in writing about social issues.

As for the novelty of the information, there is an agreement of 75% that the sustainable development issues presented are not recent; rather, they are old and repeated and have been previously presented or published in many media outlets.

In terms of benefit and usefulness to the reader, there is a consensus that the economic, social, and environmental information provided is not useful to the public; rather, in many cases, it is extremely harmful to them due to the provision of inaccurate information and its failure to adhere to the professional frameworks of the digital media industry.

2- Regarding media experts' evaluation of the form in which it is presented and the coverage that digital media undertakes of sustainable development issues; There is a 70% agreement that it did not succeed in choosing the appropriate expressive media form to present social and environmental issues, and the presentation style of economic issues was poor and lacked professionalism and balance in formulation and coverage.

3- Regarding the media experts' evaluation of the sources used by digital media to obtain information on addressing sustainable development issues; there is a difference as 80% of them saw that the information published about sustainable development in digital media does not include mentioning or specifying the source from which the media quoted this talk.

While 20% of them saw that there is some news and information about sustainable development that is published in media institutions that are characterized by credibility, and rely on and refer to reliable journalistic sources in what they publish.

4- Regarding the sustainable development experts' evaluation of the nature of the role played by digital media in its coverage of sustainable development issues in Egypt (the warning media role - explanatory, interpretive, advisory, and service role); there is an emphasis on its failure to perform the required media role because it did not respect the public's right to address the crushing economic problems that the common man suffers from so that he can live in light of the continuous high prices. Also, it did not perform the required interpretive

role because it did not provide sufficient details about the real reasons for this devastating economic crisis, and did not respect the citizen's right to know the full facts, whatever they may be, and then interpret them. In addition to its inability to perform the advisory and service role expected of it regarding social problems such as the rise in the age of marriage, the increase in divorce cases, and it did not care to focus on the thorny issues that occupy public opinion, such as the idea of cohabitation, which strikes a wall with the teachings of heavenly religions, and threatens the collapse of the Egyptian family entity. In conclusion, the roles it plays are considered additional or complementary roles and can be dispensed with.

The fourth component: The extent of credibility of content related to sustainable development issues in digital media:

1-Regarding the media experts' point of view on the extent to which digital media is distinguished by credibility or lack thereof in addressing sustainable development issues; 80% of them confirm that it is not credible at all due to the lack of honesty required by the nature of the media profession in addressing sustainable development issues, in addition to the focus on publishing vague and misleading economic and social topics for the Egyptian public, the lack of honesty and non-compliance with the ethical standards of the profession in many of the contents related to sustainable development issues in digital media, as we notice in the actual practices of websites and social networking sites many violations of the East's Press and Media Charter. This results in the public refraining from following these media outlets, due to their loss of confidence in the news and various topics they publish related to sustainable development in Egypt.

While 20% of them believe that it is characterized by credibility due to their feeling of some confidence in the contents of the published sustainable development issues, and the objectivity in the presentation without deficiency or bias.

2- 80% of media experts believe that the media's coverage of sustainable development issues lacks professional integrity, clarity, and commitment to ethical standards. **While 20% of them confirm** the availability of elements of trust, objectivity, and attribution to reliable sources in what digital media publishes of topics related to sustainable development issue.

The Fifth Component: Legal and Ethical Challenges Associated with Addressing Sustainable Development Issues through Digital Media:

1- Regarding the media experts' point of view on the extent of the success of digital media in fulfilling the public's right to knowledge about sustainable development issues; there is agreement that digital media has failed to provide

the public with accurate and correct information on many economic, social, environmental, and cultural topics, and also the existence of a lot of false and incorrect information about the reality of sustainable development in Egyptian society.

2- Regarding the media experts' point of view on the reality of the legal challenges associated with addressing sustainable development issues through digital media; it can be summarized in the existence of many legal violations in the content displayed on websites and social media. Such as transferring information from social media before verifying its accuracy, publishing information obtained without a license from the editorial management of the digital media outlet, the absence of a guide regulating their use of social media sites, as what exists is a set of rules that are sometimes included in the editorial policy guides of some digital media outlets. In addition to the lack of respect for the sanctity of private life in many cases, the lack of commitment to facts and fabrication of events or the publication of fabricated, artificial or misleading news. Also, the lack of equal opportunities for all parties to express their point of view on the issue being raised and discussed with regard to sustainable development in Egypt. In addition to exploiting journalistic work to achieve material interests and refraining from accepting gifts or bribes or submitting to any temptations that affect journalistic work, not separating opinion from truth, and finally not respecting intellectual property rights.

3- Regarding the point of view of media experts on the reality of the ethical challenges associated with addressing sustainable development issues through digital media; There are many ethical violations and lack of respect for the ethics of the media profession, such as not evaluating the sources of most of the videos they use to verify their authenticity before publishing them, also the lack of focus on verifying the source of the news or the publisher of the information and the date of publication and the extent to which it matches the mentioned incident and the compatibility of multiple narratives about the same incident, lack of commitment to the ethical charter of the institutions in which they work, which emphasizes responsibility, balance, and impartiality. In addition to the lack of caution when sending or submitting any information to social networking sites so that journalists can protect the information of their institutions, and finally the lack of use of trusted figures.

4- As for the media experts' vision of the effects resulting from the Egyptian public's exposure to content related to addressing sustainable development issues through digital media (interim effects - long-term effects); on their behavior: it is represented in the public's lack of awareness of the nature of sustainable development issues, and ignorance of many of their contents, and thus not interacting with them and striving to achieve them.

The sixth component: Proposals to activate the media coverage of content related to sustainable development issues in digital media:

1- The necessity of amending the legislative and legal system, the journalistic code of honor to include the introduction of digital media tools in general, and social media in particular.

2- It is necessary to develop the content to limit the spread of rumors spread by digital media and to reveal false news, information, images, and videos related to sustainable development issues in Egypt.

3- The necessity of activating the code of professional honor to ensure the punishment of any violation of professional and ethical rules during professional practice.

4- Paying attention to training and qualifying media professionals on how to employ digital media in media work, which contributes to their optimal use of these means that considers the ethics and rules of the profession.

5- The experts of the third group agreed with the previous two groups on the necessity for ministries and agencies responsible for communications to block websites that have been proven to publish many false and misleading news about the reality of sustainable development issues in Egypt due to their danger in confusing the Egyptian public and negatively affecting their awareness of the extent of the danger of sustainable development in the growth and progress of the Egyptian state in all aspects of life.

They add that when countries take these firm measures; We will find topics that are characterized by accuracy, honesty and objectivity based on the reality of sustainable development issues in Egypt.

Conclusion:

Through the detailed results of the previous in-depth discussions with the three groups of experts from the profession's practitioners and university professors in the fields of law, sustainable development, and media. With a deep and analytical look at all the previous results, we can come up with a set of general indicators and implications, which can be reviewed in the following points:

The first component: Exposure to digital media:

We note that the three groups differed among themselves in a number of points:

1- There is a consensus among experts in the field of law, sustainable development, and media; university professors and practitioners of the profession to follow digital media from newspapers and websites, specialized websites, and accounts on social networking sites such as Twitter, Instagram, and Facebook.

2- There is a difference among experts in the extent of following the media and the rate of browsing it; the experts who practice the profession, at a rate of 70.8%, were keen to follow digital media on a daily basis for a period ranging from one to three hours, and most of this follow-up was through the mobile phone and laptop in the evening. While the experts who work as university professors, at a rate of 29.2%; They do not follow digital media on a regular basis due to their

preoccupation with research and conferences, so they browsed the media at a rate of two or three days a week for a period ranging from one to three hours, through the mobile phone in the evening.

3- The expert groups revealed their motives for exposure to digital media, which were represented in; Instant update of news and topics that interest them, ease of communication and interaction with these means. Also, due to its comprehensiveness, depth of analysis, interpretation of events and clarity of source, it provides a high degree of credibility and trust in the media materials it presents. In addition, its media materials address various trends, intellectual and political visions, and finally, instant update of news and topics that interest public opinion.

4- As for the satisfactions achieved from exposure to digital media; it included helping them spend their free time in a useful way, satisfying their curiosity and inquisitiveness about what is going on around them in the outside world. Teaching them new things that they do not know and cannot learn except through it, in addition to presenting models of civilized behavior and encouraging them. Finally, helping them activate and develop their mental and scientific abilities, making them benefit from the experiences of others.

The second component: Exposure to content related to addressing sustainable development issues through digital media:

1- The groups differed among themselves in the extent of exposure; the study revealed that 64.6% of the experts in the study sample were keen to be exposed regularly daily for at least an hour using a mobile phone during the evening. While 35.4% of the experts in the study sample were not regularly exposed to content related to sustainable development issues through digital media.

2- As for the preferred media outlets according to their credibility; there was a consensus among the groups on preferring the websites of strong, established media and news institutions, known for their credibility, such as: CNN and BBC.

3- As for their reasons for considering these media outlets or their preferred websites more credible than others; the groups agreed that they rely on interaction with their audience from various specializations. And their success in supporting the public's right to know what is happening around them in these important issues.

It also does not use the method of excitement and exaggeration in the treatment. In addition to its reliance on reliable sources, meaning that if it publishes news about sustainable development issues in Egypt, it is keen to mention the source from which these details were taken. In addition, these websites have extensive experience and a good reputation in digital media work. Finally, they are keen to constantly update news materials. Balance, and objectivity in presentation and analysis.

The results of the study are consistent with the results of studies that confirm the existence of high exposure rates to websites with media experience and credibility in news coverage.

The third component: Evaluation of digital media coverage of sustainable development issues in Egypt:

1- Regarding the opinion and evaluation of experts in the fields of law, sustainable development, and media on the content or topics related to sustainable development issues raised in digital media in terms of their importance; the three groups agreed that the majority of what is published on specialized economic websites, accounts and pages specialized in the environment on social media sites, includes information that is not important to the public and contains a lot of incorrect information. In addition to the inaccuracy in choosing titles, and the weakness of the language used in writing about social issues.

- As for the novelty of the information, the groups of experts in the study sample agreed at a rate of 87.5% that the social information provided is not recent; rather, it is old and repeated and has been previously presented or published in many media outlets.

- In terms of benefit and usefulness to the reader, there is a consensus from the groups of experts in the study sample that the economic, social, and environmental information provided is not useful to the Egyptian public because it tries to beautify the ugly reality, and does not express it with all honesty and integrity. In fact, in many cases, it is extremely harmful to them due to the provision of inaccurate information and its failure to adhere to the professional frameworks of the digital media industry.

2- Regarding the experts' evaluation of the form in which digital media presents and processes sustainable development issues; there is an agreement among the three groups of experts at a rate of 83.3% that they lack attractiveness and effectiveness because most of them do not have non-written materials that support the content such as pictures, drawings or videos. In addition, they did not succeed in choosing the appropriate expressive media form to present social and environmental issues, as the presentation style of economic issues was poor, lacking professionalism and balance in formulation and treatment.

3- Regarding the evaluation of experts in law, sustainable development, and media of the sources that digital media rely on to obtain information related to their treatment of sustainable development issues; the groups differed among themselves as 70.8% of them saw that the information published about sustainable development in digital media does not include mentioning or specifying the source from which the medium quoted this talk.

While 29.2% of them saw that there is some news and information about sustainable development that is published in media institutions that are

characterized by credibility, and rely on and refer to reliable media sources in what they publish.

4- Regarding the legal experts' assessment of the nature of the role played by digital media in addressing sustainable development issues in Egypt (the warning media role - the explanatory, explanatory, and advisory service role); the groups agreed again on their failure to meet the public's right to know the elements of sustainable development (economic, social, and environmental) due to their reliance on sensationalism, exaggeration, and superficiality of treatment, and their failure to adhere to the legal aspects in addressing the issues that occur in society. **We find** a clear violation of the texts of the law, especially in addressing the crushing social problems that the Egyptian family suffers from. In addition to their failure to perform the required interpretive role because they did not provide sufficient details and backgrounds about the real roots that led to the exacerbation of economic conditions and the spread of crime in an unprecedented manner in Egyptian society. **This resulted in** their inability to perform the advisory service role expected of them by finding realistic solutions to the moral crisis that children and youth suffer from in particular, and trying to develop a comprehensive plan to guide society to preserve the authentic customs and traditions of society. **They stressed that** it did not perform the required media role because it did not respect the public's rights to publish the latest economic, environmental and social studies and research in the world. It also did not perform the required interpretive role because it did not provide sufficient details and did not respect the scientific and professional rules for obtaining and interpreting information, **in addition to** its inability to perform the expected advisory and service role and did not care to focus on the economic and social issues that occupy the public opinion of the Egyptian public. **In addition to** its lack of interest in the public's right to address the crushing economic problems that the common man suffers from so that he can live in light of the continuous high prices. **It did not perform** the required interpretive role because it did not provide sufficient details about the real reasons for this crushing economic crisis, and it did not respect the citizen's right to know the full facts, whatever they may be, and then interpret them. **Its inability to** perform the expected advisory and service role regarding social problems such as the rise in the age of marriage, the increase in divorce cases, and finally, its failure to focus on the thorny issues that occupy public opinion, such as the idea of cohabitation, which disregards the teachings of heavenly religions and threatens the collapse of the Egyptian family entity.

In conclusion, the roles it plays are considered additional or complementary roles that can be dispensed with.

There is agreement on the lack of professionalism and attractiveness in digital media's treatment of sustainable development issues in Egypt, in addition to the lack of importance, and that it is not modern; rather, it is old and repeated and has

been previously presented or published in many media outlets, without relying on reliable scientific sources.

The fourth component: The extent of credibility of content related to sustainable development issues in digital media:

1- Regarding the point of view of experts in the fields of law, sustainable development, and media on the extent to which digital media enjoys credibility or lack thereof in addressing sustainable development issues; the groups differed in this, as 80% of the members of the three groups confirm that it does not enjoy credibility at all, due to the inaccuracy of information in many media outlets, and also the failure to attribute news and information to their original source. **This led to** the spread of economic rumors, especially regarding the issue of liberalizing the exchange rate of the Egyptian pound against the US dollar, which leads to confusion in public opinion, harming the Egyptian economy and its negative repercussions on the Egyptian citizen, due to the continuous rise in the prices of basic goods and services in Egypt. **In addition** to false environmental news, exaggeration and exaggeration towards it, especially with regard to the issue of global warming, and the significant change in temperatures. **This resulted** in conflict in news and information related to this issue to the point that the Egyptian public became unable to understand the reality of the environmental situation in Egypt. **We note** the lack of integrity required by the nature of the media profession in addressing sustainable development issues, in addition to the focus on publishing vague and misleading economic and social topics to the Egyptian public. **The lack** of integrity and non-compliance with the ethical standards of the profession in many of the contents related to sustainable development issues in digital media, as we notice in the actual practices of websites and social networking sites many violations of the East's Press and Media Charter. **This results** in the public refraining from following these media outlets, due to their loss of confidence in the news and various topics they publish related to sustainable development in Egypt.

While 20% of them believe that they are characterized by credibility due to the comprehensiveness in presenting news of sustainable development issues from different angles and lack of bias, and the balance in presenting different opinions on economic, social, and environmental issues in Egypt. This resulted in a feeling of confidence in the contents of the published sustainable development issues, and the objectivity in presentation without deficiency or bias.

2- 80% of the total expert groups in the study sample in the fields of law, sustainable development, and media believe that the digital media's coverage of sustainable development issues lacks honesty, accuracy, completeness, balance, depth, objectivity, transparency, honesty, trust, depth, and respect for privacy.

This is due to their lack of respect for the texts of the law regarding publishing laws, especially when it comes to sensitive and thorny social issues. We notice a clear violation of the legal standards that media professionals must adhere to.

In addition to the emergence of another very important and dangerous problem, which is the issue of respect for privacy, which is considered one of the most important challenges facing the media industry in the modern era, as the dividing lines between publicity and privacy have become difficult to distinguish between them in this sprawling world in cyberspace from websites and social networking sites.

While 20% of them confirm the availability of elements of diversity, interactivity, trust, objectivity, and attribution to reliable sources in what digital media publishes of topics related to sustainable development issues.

The results of the study are consistent with the lack of credibility of content related to sustainable development issues in digital media; with the study community's assessment of the methods of dealing with that content, as well as with the results of a number of Arab and foreign studies on the credibility of newspapers, websites and electronic pages.

The Fifth Component: Legal and Ethical Challenges Associated with Addressing Sustainable Development Issues through Digital Media:

1- Regarding the point of view of experts in the fields of law, sustainable development, and media on the extent of the success of digital media in meeting the public's right to knowledge about sustainable development issues; There is agreement that digital media has failed to provide the public with accurate and correct information on many economic, social, environmental, and cultural topics, and there is also a lot of false and incorrect information about the reality of sustainable development in Egyptian society.

2- Regarding the point of view of experts in the fields of law, sustainable development, and media on the reality of the legal challenges associated with addressing sustainable development issues through digital media; It can be summarized in the existence of many legal violations in the content displayed on websites and social media.

In addition to the lack of a clear charter for the important legal aspects that must be considered when producing content related to all aspects of sustainable development, especially when the content relates to social and cultural aspects, due to the thorny aspects it addresses related to the individual's life. **Including** the lack of respect for intellectual property rights and the failure to protect creators and publishers. **There** is a lot of information that is published about sustainable development issues by non-specialists, and this does not comply with the standards of publishing in digital media, in addition to the ignorance of the sources from which the information is obtained, as it publishes materials that include insults to religious beliefs or incitement to violence, discrimination,

hatred and intolerance. **Which** resulted in transferring information from social media before verifying its accuracy, publishing information obtained without a license from the editorial management of the digital media, the absence of a guide regulating their use of social media sites, what is available is a set of rules that are sometimes included in the editorial policy guides of some digital media. **In addition** to the lack of respect for the sanctity of private life in many cases, the lack of commitment to facts and the fabrication of events or the publication of fabricated, artificial or misleading news. Also, not providing equal opportunities for all parties to express their point of view on the issue being raised and discussed regarding sustainable development in Egypt. **Finally**, exploiting media work to achieve material interests and refraining from accepting gifts or bribes or submitting to any temptations that affect media work, not separating opinion from truth.

3- Regarding the point of view of experts in the fields of law, sustainable development, and media in the reality of the ethical challenges associated with addressing sustainable development issues through digital media; there are many ethical violations and breaches of many ethical rules related to the nature of Egyptian society, in addition to disrespect for the ethics of the media profession. **Such as** the lack of censorship, the absence of professional and ethical responsibility when publishing, and it has also opened the way for defamation of others, which has resulted in casting false light on some personalities, and it is a window for spreading lies and rumors. **Therefore**, what is published may lead to frustration of the public and spreading panic, especially with regard to environmental issues and climate change. **In addition** to publishing unprofessional news through accounts and pages created for this purpose (hidden pages that have become abundant on social media sites), as well as misleading public opinion, which is considered a challenge to journalistic values such as accuracy and objectivity. **We notice** that most of the videos they use do not evaluate their sources to verify their authenticity before publishing them, as well as the lack of focus on verifying the source of the news or the publisher of the information, the date of publication, and the extent to which it matches the incident mentioned and the compatibility of the multiple narratives about the same incident, the lack of commitment to the ethical charter of the institutions in which they work, which emphasizes responsibility, balance, and impartiality. **In addition** to the lack of caution when sending or submitting any information to social media sites so that journalists can protect the information of their institutions, and finally the lack of use of trusted figures.

4- As for the vision of experts in the fields of law, sustainable development, and media on the effects resulting from the exposure of the Egyptian public to content related to addressing sustainable development issues through digital media (interim effects - long-term effects); on their behavior: it is represented in the public's lack of awareness of the nature of sustainable

development issues, and ignorance of many of their contents, and thus lack of interaction with them and striving to achieve them.

The sixth component: Proposals to activate the media coverage of content related to sustainable development issues in digital media:

Discussions within the three groups led to the following proposals and recommendations:

- 1- It is necessary to** formulate clear legal rules that are consistent with the special nature of digital media in general, and the goals of sustainable development issues in particular.
- 2- There must be clear ethical rules;** based on the ethics of society in general, and then the ethics of the media in particular.
- 3- The necessity of subjecting all published topics related to sustainable development issues in digital media;** to direct and strict control by specialized legal men, and to be subject to direct supervision by the National Media Council.
- 4- It is necessary to** develop a code that includes the rules and ethics of using digital media within media institutions.
- 5- The necessity of** updating the curricula related to media legislation and ethics in digital media in faculties and departments of media in various universities in line with current technological developments.
- 6- The necessity of** integrating the subject of media use of digital media within professional media training programs.
- 7- The necessity of** amending the legislative and legal system, the journalistic code of honor to include the introduction of digital media tools in general, and social media in particular.
- 8- It is necessary to develop** the content to limit the spread of rumors spread by digital media and to reveal false news, information, images, and videos related to sustainable development issues in Egypt.
- 9- The necessity of** activating the code of professional honor to ensure the punishment of any violation of professional and ethical rules during professional practice.
- 10- Paying attention to** training and qualifying media professionals on how to employ digital media in media work, which contributes to their optimal use of these means that considers the ethics and rules of the profession.
- 11-The necessity for the ministries and agencies responsible for communications** to block websites that have been proven to publish many false and misleading news about the reality of sustainable development issues in Egypt, due to their danger in confusing the Egyptian public and negatively affecting their awareness of the extent of the danger of sustainable development in the growth and progress of the Egyptian state in all aspects of life. They add that when countries take these firm measures, we will find topics characterized by accuracy,

honesty and objectivity based on the reality of sustainable development issues in Egypt.

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