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## The Iraqi public's uses of video journalism and the satisfaction achieved from it

### ABSTRACT

The Iraqi press was affected by many phenomena and developments that greatly changed the form and content of journalistic practices. Electronic journalism has produced a new communication technology known as video journalism. The study aimed to know the uses of the Iraqi public and the satisfactions achieved from that use based on the theory of uses and gratifications. The study included descriptive studies based on the media survey approach applied to a deliberate sample of the Iraqi public who used video journalism, which represented (400) individuals from 4 governorates in Iraq. The sample included the governorates of Baghdad, Erbil, Anbar, and Babylon, among those interested in and following the clips published about video journalism and specialized press websites from the period between December 1, 2022 to February 28, 2023 AD. The researcher used a questionnaire form with the aim of identifying the study sample's uses of video journalism and knowing the motives for use and the satisfactions achieved. From watching the video clips, the study found:

1. The results clearly indicated the use of video journalism by the Iraqi public for speedy reporting of events and possibly a return to the technological revolution and the mechanisms used to transmit news
2. The ritualistic motives were achieved through the accustomed knowledge of realistic stories of Iraq's individual experiences, the utility of the researchers sample study, the need for entertainment, leisure and leisure. Utilitarian motives were the interest of video journalism in balanced content presentation and its interest in information from reliable sources of voice and image from the ground.
3. The results confirmed the fulfillment of content and may be due to the fact that the information provided by the video press differs in its quantity and type from the traditional press. It is the press of participation and interaction. In terms of practical satisfactions, it was medium.

#### Keywords:

Uses, satisfactions, Video Press.

#### Study introduction:

Throughout its history, the Iraqi press has been affected by many phenomena and developments that have significantly changed the form and content of journalistic practices. With the advent of electronic journalism, a new era began in the field of journalistic production with various typographic and graphic elements, as well as editing. The reader now wants to know

the information in a brief and concise manner, especially since it takes time. The least that can be understood, and perhaps analyzed, is the conclusion of relationships and evidence that the text alone cannot clarify.

Modern communications technology has produced a new communications technology known as video journalism, television journalism, or multimedia journalism. It is

considered a breakthrough in the world of journalism, as it provides audio and video, sometimes in addition to the translation of the submitted report, and enables the journalist to create a realistic journalistic story and follow the news story in all its stages and formulation. In one of the forms of journalistic art, in addition to being a flexible medium, the journalist alone can write the news story, film it, and broadcast it using modern technological techniques via YouTube, which is the most famous platform for publishing video journalism, so it is sometimes known as one-man band journalism, and for all these advantages. What you provide gives the presented video credibility among the audience, and achieves the recipient's interaction with its content. This is what prompted the researcher to find out the Iraqi public's uses of video journalism and the extent of satisfaction it achieves.

### **The problem of the study**

The problem of the study can be summarized in two basic elements: the first relates to video journalism and the patterns of its use, and the second relates to the level of satisfaction achieved from that use. In light of the tremendous technological development and the spread of video journalism on news sites and social networking sites, and its tremendous ability to reach the recipient by presenting it in a way that attracts the audience and enables it to understand and remember the content easily and simply. Therefore, we find a close connection between the public's awareness of various issues and the patterns and motives of this use. Hence, the problem of the study boils down to studying the level of the Iraqi public's use of video journalism, the patterns and reasons for that use, as well as monitoring and analyzing the extent of satisfaction achieved with it. This use.

### **The topic of the study and its importance.**

1. The theoretical importance of the study stems from the novelty of the subject of the study, on the one hand, the importance of building a knowledge foundation for video journalism, given its spread on electronic journalistic websites, as it plays an important role in raising

the level of public awareness of the events and issues current in Iraqi society.

2. Video journalism is considered a new communication style for the Arab press in general and the Iraqi press in particular, which requires studying its reality and future.

3. The practical importance of the study stems from the result of some statistics, which confirmed that the world is witnessing a technological revolution in journalism. What the study seeks to achieve is to present proposals and recommendations to increase interest in scientific studies and research related to video journalism and interest in developing it in form and substance. (Alali, 2023)

### **Objectives of the study.**

The main objective of the study is to know the Iraqi public's uses of video journalism and the satisfaction achieved from that exposure. The following sub-objectives emerge from the main objective:

1. Knowing the respondents' level of use of video journalism
2. Disclosing the issues that the videos focused on through journalistic websites
3. Knowing the ranking of journalistic websites on which respondents are interested in following video journalism in Iraq
4. Discovering the topics that the respondents prefer to follow
5. Monitoring patterns of audience use of video journalism
6. Know how to interact with video content on websites
7. Disclosing the motives for exposure to video journalism dealing with Iraqi issues of interest in the electronic newspapers under study
8. Analysis of the satisfaction achieved by respondents resulting from the use of video journalism.

### **The theoretical heritage of the subject of study.**

The researcher discussed studies that dealt with video journalism at the Arab and foreign levels

**At the Arab level, Radwa Rabie's study** (Rabei, 2023, pp. 69-104) aimed to achieve the construction of a form that is linguistically compatible with the intellectual contents directed at newspapers and the extent of the impact of video journalism in developing the

journalistic editing skills of educational media students. The current study relied on the quasi-experimental approach using the experimental treatment tool represented by video journalism and the achievement test, and it was applied to a random sample consisting of (60) individuals from third-year students in the Department of Educational Media - College. Specific Education - Minya University, in the period from October 2021 until the end of December 2021. The study reached several results, the most prominent of which is that there is a noticeable and significant impact of the training program based on video journalism in developing journalistic work and editing skills among third-year educational media students, the sample of the experimental research. It was also proven that there were statistically significant differences between the experimental and control groups in the post-application of journalistic editing skills in favor of the experimental group. Likewise, no statistically significant differences were found between the experimental and control groups. Statistically between males and females in the post-application of journalistic editing skills, the skill of proportion and balance in pages through diversification and choosing the size of the readable paragraphs came at the forefront of the skills that were developed among the students of the experimental sample, then the skill of writing the title and not falling into technical errors and how to formulate it.

**The study of Yusra Muhammad Saadi**, (Saadi, 2022, pp. 175-202) also identified the quality elements presented in video journalism and their relationship to the attitudes of the media elite towards it, by applying the media survey approach in two studies: one of them is analytical, using a content analysis form to analyze the content of video clips published on website pages, and the All video clips in terms of time and number, and technical and objective analysis was conducted for each clip. The technical analysis came to include shot sizes, camera angles, tools for connecting shots, quality of photography, sound clarity, and lighting accuracy, while the objective analysis came to include basic data for displaying Broadcasting video clips, the topics you covered,

templates for displaying the content published through them, and the prompts you use to influence the respondents. The second: Includes a random sample of 200 respondents from the academic and professional elite in Egypt, which included 112 members of media professors, as well as 88 members (directors, photographers, editors, editors), to monitor their attitudes towards the quality elements published on the websites' pages, and the extent of their interaction with them. The content published in the video clips, and the extent of their trust in it. The most important results of the study were: the existence of a statistically significant correlation between the interaction of the elite with the video content and their attitudes toward quality elements and the presence of statistically significant differences between the demographic variables and the elite's attitudes toward quality elements except for (the nature of work variable) In addition, there is no statistically significant correlation between the variables (volume of exposure - trust in video content) and the elite's attitudes towards quality elements, and the existence of a statistically significant correlation between the elite's reliance on video files to obtain information and their attitudes towards quality elements. He found a statistically significant correlation between the extent of the elite's interest in following video files and their attitudes toward quality elements.

**The study by Ahmed Ibrahim Attia**, ( Attia, 2021) aimed to monitor, analyze, and explain the role of video journalism in influencing the cognitive, emotional, and behavioral effects of the public and their attitudes towards the coronavirus crisis and how the Egyptian state dealt with it, using a media survey approach by applying a questionnaire to a sample of 200 individuals. Followers of video journalism via the Internet know the extent to which they follow the news of the coronavirus crisis through video journalism and the extent of the impact of this exposure on their cognitive, emotional, and behavioral aspects, as well as their attitudes toward that crisis. The study reached several results, the most important of which was the category of respondents who are

exposed to video files that deal with the Corona crisis. Through the Internet sometimes, i.e. at an average rate, came in the first place, and the percentage of respondents who are exposed to it continuously, i.e. almost every day, came in second place, while the percentage of respondents who are exposed to video clips rarely, i.e. at a weak rate, came in last place, and social networking sites came in rank. The first is the first source from which the respondents obtained video clips related to the Corona crisis, and news websites came in second place, there is a correlation between the intensity of exposure to video clips about the Corona crisis on the Internet and the cognitive, emotional, and behavioral effects resulting from this exposure. Exposure to video clips dealing with the Corona crisis on the Internet, and public attitudes towards that crisis.

**The study of Ahmed Muhammad Abdullah:** (Abdullah, 2022, pp. 159-178) also monitored the most productive journalistic arts in Egyptian electronic video journalism. It also aimed to reveal the various production sources of video journalism in Egyptian electronic newspapers, and the volume of production in minutes as well as seconds. The study used a survey approach and relied on a tool Content analysis: An analysis form was designed to meet the purpose of the study to analyze the content of the video clips in each of the delegation portal, Al-Ahram portal, and the Youm7 website, which are the three sites that the researcher chose as a sample for the study. The results of the study were as follows: Youm7's video came in first place as the most productive newspaper in the study sample. With a production volume of 263 video clips (85.9%), while Al-Ahram Portal's production volume reached 26 video clips (8.5%), and finally the Delegation Portal's production volume reached 18 video clips (5.6%), the researcher explains this result that because Al-Youm Al-Sabea video newspaper has created a website specifically for video journalism, and it is the only newspaper among the sample newspapers that owns a specialized website for video journalism, in which everyone works on producing media content via video. Although the delegation has more journalists

working there than Al-Youm Al-Sabea video journalists, However, Al-Wafd did not establish a special section for video journalism in which the journalists' task would be to shoot video only. Filming video on the portal is considered a secondary matter, as the primary task of field journalists on the Al-Wafd portal is to obtain news from various fields, whether written, photographer, or video, even though the Al-Wafd portal has I created a montage department concerned with editing and editing clips and photos that are filmed.

**As for the foreign studies that dealt with the subject of video journalism, they were many and varied, but we chose the most important ones, at least from our point of view, in accordance with this:**

**study.Asakra Hafez's :** (Al-Askari, 2023, pp. 210-226) study aimed to determine the attitudes of media students in Palestine towards video journalism through their exposure to the Russia Today channel page in Arabic on the Facebook platform. Verifying the opinions of media students about the visual content presented by the Russia Today page, monitoring the motives behind their following the channel's page on its interactive platform, and revealing the cognitive aspects that students are affected by as a result of their following video journalism through the channel's page. The study included descriptive studies based on the quantitative approach. The study confirmed the interest of media colleges in Palestine in developing the skills of media trainers to use contemporary technologies and train students to tell stories through video journalism. The results also recommended that there should also be diversity in the media content adopted by Russia Today, and it should be expanded to include all social media platforms. Moreover, it is necessary to leverage experts and visual content creators on social media platforms to raise students' practical skills to produce stories using video journalism.

**The study by Banaz Rasul Hama Amin** (Banaz , 2023, pp. 55-58) attempted to know the role of social media applications and platforms such as platform technology, applications, and

smartphone applications in activating and developing citizen journalism in the Kurdistan region. The study included descriptive studies that were applied to 200 individual users. Citizen video journalism and the impact of these technologies were surveyed through several issues, including the use of smartphone applications, whether the use of applications is considered complementary to the media content production process, and the relationship between (academic level) and the use of smartphone applications, and the results showed that The use of smartphone applications played a role in stimulating citizen journalism through their frequent use by more than 60% of the sample, and the use of these applications in media production by 81 percent. 33%, as well as its use in photography and publishing at a rate of 24.0%, and 15. 51% in the field of video editing and publishing (in smartphone applications). The results also confirmed that the higher the academic level, the better users can benefit from these applications. The study recommended the importance of drawing media attention to this type of journalism and asking the concerned parties to continue Enhancing it through training courses, coaching, facilitation, and confidence in citizen journalists.

**The study by Chaikaan & others**(Chaikaan, Kaigama, Wombu , & Blessing , 2022, p. 234) also evaluated the role of citizen journalism in democracy and good governance by focusing on the EndSars protest in Nigeria. The study relied on media theory by relying on a survey approach through a questionnaire conducted on 150 respondents in Nigeria using the method Of simple random sampling, the results of the study revealed that citizen journalism contributed to the success of the EndSars protest in Nigeria in various ways such as constantly disseminating information about the protest, creating awareness about the protest, and telling Nigerians how the government and police failed to manage and quell those protests through sharing photos and clips. Video victims of police brutality, exposing the atrocities committed by members of the SARS group. The study concluded that citizen journalism is an

essential part of modern society because it gives a voice to the voiceless, especially in a diverse society like Nigeria. Therefore, the study recommended that media and journalistic institutions encourage and train citizen journalists, which can be a source of strength for them.

**The Schoon study** : (Schoon, 2019)also aimed to identify the role of electronic video journalism and the extent of its impact on the democratic and societal concepts of young people. The researcher relied on the survey method, and the study sample consisted of 156 young people and 42 communicators. The study concluded that Videos contribute greatly to the formation of a strong relationship between youth and society and work to integrate them into the problems and issues facing society. The impact of these journalistic videos has appeared on the prioritization of the youth agenda, as there has become a great match between the priorities of youth and society as a result of the impact of these videos on the cognitive and perceptual level of people Youth.

**The study by Monika Djerf-Pier** (Monika Djerf-Pierre, 2019)et al also aimed to monitor the place of video journalism in the media environment, as it uses a mixed method to study forms of audience engagement in YouTube videos about antimicrobial resistance (AMR). ), resulting from the overuse and misuse of antibiotics. The analysis focuses on the most viewed YouTube videos on antimicrobial resistance between 2016 and 2018 and compares the characteristics of engagement expressed in comments on journalistic videos to popular science videos. The study found:The study found that the most viewed videos about antimicrobial resistance on YouTube are professionally produced specialized educational scientific videos. Commentary: A qualitative analysis of 3,049 identified seven main forms of high-level engagement, including expressions of emotion, blame, and calls to action. This study demonstrates that journalism plays an important role on YouTube by sparking discussions among audiences about social and political accountability.

**Yu Xiang's** (Yu Xiang, 2019) study also sought to find out how journalistic outputs of short video platforms exist in media circles, as well as explore how the roles of "ordinary" users of these platforms are determined by their participation in the actual production of news and information. The study aims to answer these questions During a study of three different news platforms affiliated with Xinhua News Agency, Kwai. Pear Video and Kwai Insight also adopted and adapted content, the results indicate that user-generated videos in Xinhua News, Pear Video, and Insight Kwai have a clear preference for political and entertainment topics with an emphasis on the frameworks of human concern and morality, and despite their similarities, these three platforms have very different ways of allowing Internet users to intervene in the construction of their news frames. The increasing use of media technology by Internet users enhances their contribution to the public debate on certain social issues. Voluntarily, but it is still too early to assert that the era of Web 0.2 will see the coming of an egalitarian cyberspace.

**Hedley's study** (Hedley .D, 2018, pp. 1-18) also identified how video journalism carried out by one person can create an impact on young people through the use of social networking sites. The research relied on the case study approach, by using in-depth interviews to achieve the objectives of the study. The study concluded: One of the most important reasons that led to the spread of digital video journalism is its reliance on the element that most attract the reader and viewer, which is the image element, which is one of the elements that the public relies on most to believe the media content. The results indicated that the effects of digital video journalism were not limited to political topics only, but rather It was also used to address social issues, and video journalism contributed to monitoring events that occurred in society and worked to publish them immediately and build momentum around those issues, which helps to form public opinion about those issues and thus speed up the resolution of those issues.

**The study of Shrimali** (Shrimali, 2018) identified the effect of journalistic videos in influencing students towards adopting societal concepts. The study relied on the survey method, and the research sample consisted of a sample of 350 individuals. The study relied on a survey form for students, in addition to the use of interviews. In-depth with communicators, the study concluded the effectiveness of the role of video journalism that is presented to young people and its impact on consolidating societal values and persuading young people to engage in community work to solve the problems facing the state. The results indicated the importance of community video journalism in forming a future vision among young people. The need to resolve ethnic differences leads to social change.

**Wallace's** (Wallace .s, 2018) study also aimed to identify the impact of this journalistic technology represented by electronic video journalism on young people's acquisition of societal values and concepts. The study relied on the survey method, using a survey form that was applied to a deliberate sample of 140 people. Of the journalists working in the regional office of the British Broadcasting Corporation (BBC), the results confirmed that video journalists play a pivotal role in serving society by disseminating information that helps consolidate the meanings of democracy, relying on the majority of the words, and convince young people of it and that the impact of the contents of journalistic videos on young people is conditional on the availability A group of factors is that the information presented in these videos should be detailed information that works to clarify all aspects of the topic, and it should be from a known, trustworthy source, in addition to that this information should be valuable and can be trusted.

**The LIM study** (LIM, J. B. Y., 2018) also aimed to identify the impact of digital video journalism on societal concepts among young people and to reach the research results, the researcher followed the survey method through which he used intentional sampling on a sample of 80 individuals who followed digital journalistic

videos, Through the application of in-depth interviews with the research sample, the results of the study indicated the importance of digital video journalism in promoting and defending human rights issues, in addition to social and political issues. The results confirmed that among the reasons that led to the spread of digital video journalism is that these videos are published on Social networking sites, which help and encourage the establishment of dialogue between social media site pioneers, in addition to obtaining information, in addition to the speed and volume of disseminating information to a wide segment of audiences.

**Comment on previous studies and the extent to which the research has benefited from them.**

- Foreign studies have succeeded in highlighting the importance of the spread of video journalism due to its interest in displaying audio and video content from the ground, as well as the high impact of video journalism on the audience exposed to it due to the diversity of issues and monitoring of events that it addresses, such as the study of Hedley (2018) (2023), et al Banaz Rasul Hama Amin and the study Shrimali (2018). Previous studies also recommended the importance of having a training program based on video journalism in developing journalistic editing skills, such as the study by Radwa Rabie (2023).
- In terms of methodology and data collection tool: Most previous studies relied on the descriptive analytical approach, and the questionnaire tool was used to find out the opinions of experts, such as the study of Yusra Muhammad Saadi (2022) and the opinions of experts. General, such as the study of Radwa Rabie (2023) and the study of Ahmed Ibrahim Attia (2021), and therefore it was approved. The researcher uses this tool to collect data.
- The results of previous studies demonstrated the impact of video journalism in arranging the public's priorities regarding the various issues it

addresses, and this was confirmed by Schoon's study (2019).

- Despite the relative newness of the subject of the study, previous studies, which were related to any aspect of the subject of this study, contributed significantly to the subject of the study in clarifying the problem of the study and defining its objectives, as well as in setting its questions and hypotheses, and also helped in pointing to some references. whether Arab or foreign, on which this study can be based.
- The researcher concluded from the sum of previous studies, which are the limited studies that dealt with the uses of video journalism among the Arab or Iraqi public and the satisfaction achieved from that use.

**The theoretical framework of the study: Uses and Gratifications Theory:**

Uses and Gratifications Theory is based on the idea that an audience's use of the same message varies depending on the goals these individuals seek to achieve; The influence of a particular media outlet is largely related to the differences existing between individuals in their dealings with the media. Hence, individuals' needs, desires, and expectations are all mediating variables between media messages and the effects of those messages

**Many of the social and psychological needs that individuals seek to satisfy through their use of video journalism can be highlighted through the following points:**

- 1- The need for social interaction: It is the need to improve individuals' relationships with their families, friends, and colleagues, and try to form new friendships. That is, individuals need a framework from which to start, whether family, land, or homeland, to obtain a feeling of security.
- 2- Achieving self-integration: It is represented by increasing stability and self-confidence, meaning that self-realization occurs through the individual's influence on others and his influence on them. A person needs to influence others and achieve success,

express what is on his mind, and leave no room for influence. Only with others, and through communication, we push others to participate in issues that concern us, so we are influenced by them as they are influenced by us and our ideas.

- 3- Emotional need: The emotional need is represented by achieving pleasure and satisfying various aesthetic and emotional needs, such as the need for love, acquaintance, friendship, and entertainment.
- 4- Cognitive need: The cognitive need is to obtain information about various topics and try to understand the surrounding environment.
- 5- The need for reassurance and stability: This is represented in removing tension, working to escape from problems and forgetting them, and the desire to enjoy and integrate into virtual reality. This need intersects with belonging, as the individual achieves through communication an escape from isolation and anxiety, engagement with the group, interaction with it, and a feeling of reassurance and strength. And psychological stability.

**The uses and gratifications approach can be used as a theoretical framework for this study to achieve the main objectives:**

Explain the reasons why audiences use video journalism and the interaction that occurs as a result of this use. Seeking to learn how women use video journalism, given the active audience that can choose the medium that meets their diverse and changing needs. The uses and gratifications theory was also employed in the current study by building the basic hypotheses of the study and defining its variables. The researcher relied on formulating the hypotheses of the current study to test the respondents' uses of video journalism in Iraq and the extent of satisfaction achieved from them, which depends on the audience's positive activity in choosing media and content that meets its various needs. The theory was also used to build and define data collection tools, by replacing the theoretical framework used in

this study, as we find that it is to study the satisfaction resulting from the Iraqi public's uses of video journalism in Iraq, and there are a set of necessary steps represented in surveying the opinions of respondents to determine the rate of its use and its motivations. The satisfaction achieved from such use; Therefore, the researcher designed the questionnaire form based on the theoretical model used, and questions were formulated to measure the volume of use and its motivations, as well as the satisfaction achieved from this use.

**Study questions:**

The main question of the study is the following question: "What are the Iraqi public's uses of video journalism and the satisfaction achieved from this exposure?" The following sub-questions emerge from the main question:

1. What is the level of participants' use of video journalism?
2. What issues did the videos published on journalistic websites focus on?
3. What are the journalistic sites that respondents are interested in following video journalism in Iraq?
4. What topics do participants prefer to pursue?
5. What are the patterns of audience use of video journalism?
6. How do participants interact with video content on websites?
7. What are the motivations for exposure to video journalism that deals with Iraqi issues that interest you in the electronic newspapers under study?
8. What is the satisfaction achieved by the sample members from using Iraqi video journalism?

**Study hypotheses:**

1. There is a statistically significant correlation between the rate of respondents' use of video journalism and their motivations for use.
2. There is a statistically significant correlation between the rate of respondents' use of video journalism and the satisfaction achieved with it.



3. There is a statistically significant correlation between the sample members' level of confidence in press videos and the way they interact with their content.

4. There are statistically significant differences between the rate of respondents' use of video journalism according to the demographic data of the respondents.

#### **Methodological design of the study**

##### **Study type:**

This study belongs to descriptive studies that aim to portray, analyze and evaluate the characteristics of a specific group or situation, or to study current facts related to the nature of a phenomenon, situation, group of people, or set of events or situations to obtain information. It is comprehensive and accurate (Jan Recker, 2013, pp. 65-72) and was applied to the study to identify the Iraqi public's uses of video journalism and the satisfaction achieved from this use.

##### **Study Approach:**

The study relied on the media survey approach, which is considered one of the most appropriate scientific approaches for the current study. Within the framework of

this approach, the researcher relied on the method of surveying the audience, a sample of the field study, to identify the Iraqi public's uses of video journalism and the extent of satisfaction achieved with it.

**Study population:** The study population is the Iraqi public in the State of Iraq

**Study sample:** A purposive sample of the Iraqi public who used video journalism, which represents (400) individuals from 4 governorates in Iraq. The sample included the governorates of Baghdad, Erbil, Anbar, and Babil, and those who followed published materials on video journalism and specialized websites from the period between December 1, 2022 to February 28, 2023 AD.

**Field study data collection tool:** The researcher used a questionnaire to identify some facts or opinions of the respondents and their uses of video journalism, and to find out the motives for using them and the extent of satisfaction achieved from that use.

**Demographic variables of the study sample**

**Table No. (1): Personal data of the study's respondents**

	Category	Re.	%
<b>Type</b>	male	191	
	feminine	209	
<b>Age</b>	18-40 years old	370	92.5
	41- 60 years	30	7.5
<b>education</b>	Average and above average	16	4.0
	University	363	90.8
	Above my university	21	5.3
<b>Function</b>	Government sector	12	3.0
	Private sector	75	18.8
	student	301	75.3
	I don't work	12	3.0
<b>social status</b>	married	40	10.0
	Miss - single	339	84.8
	absolute	15	3.8
	Widower	6	1.5

**Statistical processing of data:** After completing the field study data collection, the

data was coded and entered into the computer and then processed, analyzed, and statistical

results were drawn using the Statistical Package for the Social Sciences (SPSS) program, to arrive at the results. Its relationship to the characteristics of the field study sample and the results of hypothesis tests. Use the following statistical coefficients:

- Calculating frequency tables and percentages, and calculating the arithmetic mean and standard deviation.
- Calculate the Pearson correlation coefficient to study the extent of a statistically significant relationship between two quantitative variables.
- Calculate the Spearman correlation coefficient to study the extent of a statistically significant relationship between two ordinal variables.
- "T" test: to test the statistical significance of the differences between the means of two sets of data.
- One-way analysis of variance "F": to test the statistical significance of the differences between the means of more than two groups of data, and the LSD post-test to find out the source of the differences between three or more groups within the sample in a variable. The results were considered statistically

significant with a degree of confidence (95%). Any significance level (0.05).

- The "K2" test for concordance tables to study the statistical significance of the relationship between two higher-level variables, and the coefficient of concordance that measures the intensity of the relationship between two nominal variables.

**Steps to codify the study tool:**

**1) Validity of the questionnaire:** The questionnaire was presented to a group of arbitrators specializing in media at Iraqi and Egyptian universities, to study the vocabulary of each field in light of its procedural definition, as well as the purpose of the questionnaire. The arbitrators agreed on the validity of the questionnaire in general after making some suggested modifications to it. Items for which inter-rater agreement reached 90% or greater were retained. Some statements were deleted and some were modified in light of the arbitrators' comments.

**2) Reliability of the questionnaire:** Reliability procedures for the field study:

**Table (2) Results of the Cronbach's Alpha test to measure the reliability of the questionnaire, Cronbach's Alpha Coefficient**

the field	Cronbach's alpha coefficient
<b>Cronbach's alpha coefficient for all questionnaire items</b>	<b>0.91</b>

The data presented in Table (2) indicate that the value of the Cronbach's alpha coefficient was high, as the value of the alpha coefficient for all items of the questionnaire was (0.91). This means that the reliability coefficient is high and that the questionnaire in its final form is applicable. Thus, the researcher confirmed the validity and reliability of the study questionnaire. This made them fully confident of the validity of the questionnaire and its suitability for analyzing the results and answering the study questions.

**Study concepts:**

**Uses:** In this study, we mean the action that links the audience to video journalism, that is, their

dealings and interaction with it. Use in itself represents a communicative behavior that occurs as a result of psychological or social motives.

**Video Journalism:** It is part of television journalism and can be used to complete a television report or produce independent videos. It is considered a form of journalism in which journalists' film, edit and present the video material the ( Shafiq, 2014, p. 54)

**Procedural definition:** The researcher defines video journalism procedurally as a type of journalism also known as television journalism, where the communicator writes the news story in one of the templates of journalistic arts and

edits it for the event presented to him. It uses the latest technology to tell the news story, and we will see patterns in the future. Many developments in production techniques.

### **The cognitive framework of the research Features of the technological development of communications in the electronic stage:**

The development in media technology has led to the emergence of many features and characteristics that express the new media stage or new media in light of technological development, as follows: (Gungor, Shaheen, & others, 2011, pp. 529-539)

1. The emergence of specialized media directed to a specific group.
2. Innovating new means of communication according to new functions.
3. Internet services and mass communication means allow us to develop them.
4. New media contributed to the development of media production.
5. The increase in the amount of information available has increased access to new communications technology for sending and receiving information.
6. Breaking barriers and ridding the media of negative reception to positive reception, which is called the process of interaction and participation.
7. Globalization of media through communication and communication with advanced technological capabilities, interactive technology, and multimedia communication technology, which removed the barriers between what is republican and non-republican. ( Al-Dabaa, 2018, p. 22)

### **The concept of video journalism**

Enas Mahmoud defined video journalism as: "Journalism that is broadcast through modern communication technologies, websites, and electronic news sites. In practical terms, the journalist who broadcasts the video may combine the skills of photography, editing, and a journalist, which helps the principle of self-sufficiency in broadcasting news and reports on a specific topic ( Hamed, 2015, p. 157).

Ahmed Ibrahim Attia also defined the video journalist as "a person who possesses the skill of integration and unity in personality in

addition to his journalistic activity, which he practices. He is the one who prepares the material and then films it, and he has skill in other artistic works related to video technology and modern technology, as he conducts interviews and production." And the montage. It is the responsibility of the video journalist." By producing the entire story according to modern technology, he combines his journalistic personality with that of a video reporter.

In addition to Mary's book, video journalism is defined as "the practice and production of video news undertaken by one person who is responsible for writing and editing the news story using digital technology and disseminating it via radio and the Internet on a large scale . ( Abdullah A. I., 2017, p. 77)

Video photojournalism was also defined through one of the experimental studies at Mansoura University as the practice and production of video news, by a person with the skills of writing, photographing and editing the story using digital technologies and broadcasting it widely over the Internet . ( El-Sayed Mansoub, 2014, p. 3)

Based on the above, the researcher believes that video journalism is the most prominent modern means of reaching audiences of all ages without regard to the age or educational level of the recipient, unlike print journalism, which requires that it be for those who can read. Therefore, video journalism has become more widespread in the technical age in which we live, as this type of journalism has the ability to influence the recipient, as it depends on the field of mass communication in all its forms, read, audio and visual, where the event or issue is documented by all available means in a video clip that meets Almost everything the audience asks and wants to know about a particular topic, video journalism delivers a simple message to the audience. It increases the process of media influence because it carries within it neutrality and presents different aspects of the topic. It shows the power of modern media technology and the extent of its impact on the public. Therefore, video journalism is considered the most important now and, in the future, because it shapes the features of future media.

Here it is worth noting that press institutions use video journalism to serve the public and as a

Video journalism has also added an important advantage, which is keeping up with the event as it

	Re.	%	No.
<b>always</b>	<b>260</b>	<b>65.0</b>	<b>1</b>
<b>sometimes</b>	<b>91</b>	<b>22.7</b>	<b>2</b>
<b>Scarcely</b>	<b>49</b>	<b>12.2</b>	<b>3</b>
<b>the total</b>	<b>400</b>	<b>100.0</b>	

constructive means of shaping public opinion and a real tool for awareness and enlightenment to fight the intellectual stagnation of a particular opinion with a complete and comprehensive understanding of the subject. . . It also contributes to building an individual's beliefs because it is more attractive to the recipient and can dispense with forms. Traditional journalism is able to convey many dimensions and backgrounds.

**The importance of video journalism:**

The importance of video journalism comes as studies have indicated that the new media represented by video journalism works to empower the public by allowing them to interact. Some studies have also confirmed that what is prohibited in the mainstream traditional media "print journalism" can be easily obtained. In "Alternative Press. ( Mabrouk, 2015, p. 11)

The concept of video journalism is summed up by someone producing news by documenting events with a moving video image. This person is responsible for writing and editing the news story using digital technology and disseminating it widely over the Internet.

**Problems and negatives that video journalism suffers from.**

But despite the advantages, there are many disadvantages that video journalism suffers from, and the most prominent of these disadvantages is:

- There are a large number of amateurs who practice the profession of video journalism, and some of them have not studied photography in any school or academy and at the same time have no relationship with any of the well-known media institutions. This appeared during the January Revolution, when a

happens, which develops continuously and instantaneously. Media institutions are moving towards deepening video journalism and publishing digital content via YouTube, and many media styles have emerged that are presented in an attractive video format. ( Angela Bock, 2011)

Therefore, media institutions have come to believe that the future is in the direction of video journalism and that it is considered one of the basic components of many media institutions, all or most of which have allocated a special section to video journalism, which is the section that specializes in filming and editing recorded videos that are broadcast over the open space of the Internet. There has become a competition between press institutions and television news organizations in providing video content. ( Amer, 2020, p. 33)

large number of protesters inside the square were able to film some video clips and publish them. He became called a journalist or media person, and some channels began to resort to buying the video clips produced by these amateurs that document the events.

**Field study results:**

The previous table shows the degree to which respondents used video journalism in the electronic newspapers under study. In first place was "always" with a rate of 65.0%, in second place was "sometimes" with a rate of 22.7, and in third place it was "rarely" with a rate of 12.2%, and this indicates The result is that the degree to which the respondents used video journalism was great. The researcher believes that the study sample's preference for video journalism may be due to the fact that this type

of content depends on the Internet, which is now available in almost every home, as the technical capabilities have become available in all countries to connect to the network easily and at reasonable prices, or perhaps this is due

to the fact that video journalism This press can summarize the events and present them in the form of a video clip that displays the details of the events, audio and video, which supports its credibility.

Table No. (4) Reasons for poor exposure to video journalism n

	Re.	%
<b>It relies on amateurs and does not rely on an experienced journalist</b>	<b>38</b>	<b>77.5</b>
<b>I don't trust its source</b>	<b>25</b>	<b>51.0</b>
<b>I just read the news</b>	<b>21</b>	<b>42.8</b>
<b>The internet package is consumed</b>	<b>29</b>	<b>59.1</b>
<b>I'm bored of it</b>	<b>12</b>	<b>24.5</b>

The data in the previous table shows that the reasons for weak exposure to video journalism are because it relies on amateurs and does not depend on an experienced journalist at a rate of 77.5%, and because it consumes the Internet package at a rate of 59.1%. In third place was lack of trust in its source at a rate of 51.0%, and in fourth place was I content myself with reading the news with a percentage of 51.0%, and in the last ranking I feel bored with it with a percentage of 24.5. The researcher attributes the reasons for the weak rate of exposure to

video journalism to the keenness of some of the respondents to investigate facts and verify information and news before publishing it. It also indicates the journalist's awareness and belief in the message of journalism and its role in others. Conveying the concerns and problems of the Iraqi people within the framework of professional ethics, respecting the privacy of individuals, preserving their dignity, and delving into issues in a clear and accurate manner that takes into account all parties without insult or slander.

Table No. (5) Ranking of the issues that Iraqi video journalism focused on across journalistic websites

The issues	Extent of use		ranking
	Re.	%	No.
<b>Health problems</b>	<b>106</b>	<b>26.5</b>	<b>3</b>
<b>Political issues</b>	<b>47</b>	<b>11.7</b>	<b>6</b>
<b>Community issues</b>	<b>135</b>	<b>33.7</b>	<b>2</b>
<b>Economic affairs</b>	<b>80</b>	<b>20.0</b>	<b>4</b>
<b>Current events</b>	<b>271</b>	<b>67.7</b>	<b>1</b>
<b>Environmental issues</b>	<b>54</b>	<b>13.5</b>	<b>5</b>

The data of the previous table indicates the ranking of the issues that Iraqi video journalism focused on across journalistic websites. In first place was "current events" with a rate of 67.7%, due to the speed of their transmission and circulation at the moment of the event's occurrence, and the reliance of journalistic websites on them to address instantaneous events, followed by "community issues." At a rate of 33.7%, which addresses domestic violence, whether verbal or physical, in addition

to the causes of societal issues ranging from poverty, ignorance, lack of awareness, and perhaps the absence of religious and moral motive. In third place came "health issues" at a rate of 26.5%, as it addresses the most prominent health problems. Such as the spread of diseases and viruses, such as the Corona virus, as well as the low level of government health services provided to the Iraqi citizen. In fourth place came "economic issues" with a rate of 20.0%, and in fifth place came "environmental

issues" with a rate of 13.5%, and in sixth place came "issues." Political" by 11.7%.

Repetition			Alternatives
No.	%	Re.	
1	69.7	279	New morning
3	31.7	127	Term
2	61.5	246	Time
5	30.0	120	Shafaq News
4	30.7	123	Al-Nahrain News Network
7	12.5	50	Paratha News Agency
6	20.7	83	Independent Press Agency

The data in the previous table indicates the ranking of journalistic sites that sample members are interested in following video journalism in Iraq. "Al-Sabah Al-Jadeed" came in first place with 69.7%, followed by "Al-Zaman website" with 61.5%, and in third place came "Al-Mada website" with 31.7%. In fourth place came "Al-Nahrain News Network" with 30.7%,

in fifth place came "Shafaq News" with 30.0%, and in sixth place came "Independent Press Agency" with 30.0%. 20.7%, and "Baratha News Agency" came in seventh place with 12.5%. The results indicate that the newspapers Al-Sabah Al-Jadeed and Muqail Al-Zaman are more interested in video journalism than other Iraqi newspapers.

	Arithmetic mean	The importance of relativity	Standard deviation	Evaluation	No.
I follow the trend when an important event occurs	2.7	89.1	.589	To a great extent	1
I'm looking for specific topics	2.2	72.6	.552	To a moderate degree	3
I come across this when I follow social media	2.3	75.9	.680	To a great extent	2
I decide in advance which journalistic sites I want to follow	2.1	69.3	.703	To a moderate degree	4
Overall evaluation of the scale	2.3	75.9	.368	strong	-

The data in Table No. (7) indicates the patterns of public use of video journalism. The phrase "I follow the trend when an important event occurs" came in first place, with a mean of 2.7, and a standard deviation of 589. The relative

importance was 89.1%, and a strong overall rating, and it came in first place. Second place. The phrase "I see a coincidence" when following social networking sites, where the arithmetic mean was 2.3, and the standard deviation was

680. The relative importance was 75.9%, and a strong overall evaluation. The phrase “I am looking for specific topics” came in third place, with an average rating of 2.2, and a standard deviation of 552. The relative importance reached 72.6%, with an overall average rating. In fourth place came the phrase “I choose in

advance the journalistic sites that I want to follow,” as the arithmetic mean of the scale was 2.1, the standard deviation was 703, the relative importance was 69.3, and a strong overall evaluation. The arithmetic mean of the entire scale was 2.3, the standard deviation was 0.368, and the overall classification was strong.

Table No. (8) How to interact with video clips through websites						
Interactive format		Interactivity measurement				
the like		2.3	75.9	.608	Yes	1
comment		1.6	52.8	.666	I don't react	3
Video sharing		1.5	49.5	.668	I don't react	4
I present new topics on issues		1.5	49.5	.721	I don't react	4
I post photographs or videos about the issues presented		1.6	52.8	.708	I don't react	3
I chat, message with my friends about the issues at hand		1.9	62.7	.667	sometimes	2
Post links to other sites and topics		1.5	49.5	.666	I don't react	4
Overall evaluation of the scale		1.7	56.1	.493	sometimes	

The data in Table No. (8) indicates the method of interaction with video content across websites, and admiration came first, as the arithmetic mean reached 2.3, the standard deviation was 0.608, the relative importance was 75.9, and the overall rating was yes. In second place came the phrase “I talk, I talk,” messages with my friends about the issues at

hand, where the arithmetic mean reached 1.9, the standard deviation reached 667, the relative importance reached 62.7, and the general evaluation sometimes. The arithmetic mean for the scale as a whole was 1.7, the standard deviation was 493, and the overall rating was average.

Table No. (9) Motives for exposure to video journalism dealing with Iraqi issues in electronic newspapers						
Elements of persuasion		Evaluation				
		Arithmetic average	Relative importance	standard deviation	Evaluation	No.
Ritual motives	Showing realistic stories of individual experiences in Iraq	2.7	89.1	.500	Strong	1
Ritual motives	Emotional effects are used to present the content	2.4	79.2	.665	Strong	3
Ritual motives	Freedom from the restrictions imposed by traditional media on their content	2.0	66.0	.662	Middle	4
Ritual motives	Because my colleagues use it	1.9	62.7	.624	Middle	5

Ritual motives	Curiosity and inquisitiveness	2.6	85.8	.582	Strong	2
Ritual motives	Entertainment, entertainment and leisure time	2.7	89.1	.516	Strong	1
General evaluation of ritual motives		2.4	79.2	.323	Strong	
Utilitarian motives	Provide information from reliable sources	2.6	85.8	.547	Strong	2
Utilitarian motives	Because it uses official data in the country	2.5	82.5	.531	Strong	3
Utilitarian motives	It focuses on diversity in its content	2.4	79.2	.586	Strong	4
Utilitarian motives	It is concerned with balance in presenting content from its various dimensions	2.7	89.1	.497	Strong	1
Utilitarian motives	It ensures that the topics covered are up to date	2.4	79.2	.653	Strong	4
Utilitarian motives	It offers topics that suit all ages of audiences	2.0	66.0	.652	Middle	5
General evaluation of utilitarian motives		2.4	79.2	.289	Strong	
Overall evaluation of the scale		2.4	79.2	.289	Strong	

The data in Table No. (9) indicate the reasons for using video journalism that deals with Iraqi issues of interest to the electronic newspapers under study. It seems that ritualism was achieved among the members of the study sample, as the arithmetic mean of the Barley Motives Scale reached 2.4, and the standard deviation was 0.323. The overall rise index was strong, as shown in the table above. If it turns out that Iraqi video journalism employs emotional effects in presenting content, ensures that topics are consistent with the issues raised, and presents topics that suit all ages of the audience, where the ritual motives are to break boredom, pass time, relax, and have fun. Evasion

of the reality of life and its problems, while utilitarian motives were moderate. . Arithmetic 2.4, standard deviation 289, and a strong comprehensive assessment, as it provides information from reliable sources, uses official data in the country, and ensures that the topics are compatible with the issues raised, such as the motivations for acquiring knowledge and information, learning about information, getting to know oneself, and gaining experience in areas of life. Such as watching radio news, while the mean for the scale as a whole was 2.4, with a standard deviation of 0.289, and a strong overall rating.

**Table No. (10) shows the respondents' level of confidence in video journalism**

Alternatives	Repetition								No.
	Intermediate education		University education		Postgraduate education		the total		
	ك	%	ك	%	ك	%	ك	%	
I trust a lot	6	37.5	128	35.3	9	42.9	143	35.8	2



I'm moderately confident	7	43.8	223	64.4	9	42.9	239	59.8	1
I don't trust at all	3	18.8	12	3.3	3	14.3	18	4.5	3
the total	16	100.0	363	100.0	21	100.0	400	100.0	
Ka2 = 15.034 Coefficient of fit = 190. Degree of freedom = 4 Significance level = 00. Function									

The data in the previous table shows the sample members' level of confidence in press videos dealing with Iraqi issues. In first place was "I trust to a moderate degree" with a rate of 59.8%, in second place was "I trust a lot with a rate of 35.8," and in third place was "I do not trust everyone." with a rate of 4.5%. The results confirm the existence of statistically significant differences between the level of confidence of the sample members in Journalistic videos that deal with Iraqi issues according to educational level. The value of Ka2 = 15.034, the coefficient

of agreement was 0.190, the degree of freedom was 4, and the level of significance was 0.00, which is a statistically significant value. It is in the interest of those with university education, and therefore the level of confidence of the sample members in journalistic videos is according to The educational level is average, and is in the interest of those with university education. These results agreed with the results of Basant Ahmed Abdel Azim's (2018) study (), which confirmed the validity of the content provided to them through these sites.

Table No. (11) Rumors achieved after following video journalism among the respondents					
Evaluation					Expressions of the respondents
n	Evaluation	standard deviation	Relative significance	Arithmetic average	
3	middle	.908	72.6	2.2	Content saturations
4	middle	.930	66.0	2.0	
2	strong	.457	89.1	2.7	
1	strong	.651	92.4	2.8	
5	middle	.558	72.6	1.9	
	strong	.190	75.9	2.3	
2	strong	.635	79.2	2.4	Practical satisfactions
4	middle	.641	56.1	1.7	
3	middle	.625	72.6	2.2	
1	strong	.479	85.8	2.6	
	middle	.364	72.6	2.2	

1	strong	.598	89.1	2.7	It allows me to share my feelings and opinions with my video followers	Social satisfactions
4	middle	.737	62.7	1.9	Warn those around you of some surrounding dangers	
4	middle	.778	62.7	1.9	I can meet people who have the same interests as me	
2	strong	.664	85.8	2.6	I post my feelings while watching the video or after watching it	
3	strong	.722	75.9	2.3	I participate in community initiatives, convoys, and campaigns in the country	
5	weak	.591	46.2	1.4	Attend seminars and community meetings to stay up to date on the latest developments in video journalism	
	middle	.463	69.3	2.1	Summative measure of social satisfaction	
	middle	.416	72.6	2.2	Summative measure of satisfaction	

The data contained in the previous table shows the extent of satisfaction achieved after following video journalism among the respondents. The results indicate that the content satisfaction measure outperformed practical satisfaction, as content satisfaction came in first place, with a mean of 2.3 and a standard deviation of 190, while the mean of practical satisfaction reached 2.2, and the standard deviation reached 364... which is an average general evaluation. While social satisfaction ranked last, with the arithmetic

mean reaching 2.1, and the standard deviation 463. The average overall satisfaction rating was achieved to a moderate degree among the members of the study sample.

**Second: Discussing the results of the study hypotheses**

**The first hypothesis:** There is a statistically significant correlation between the rate of respondents' use of video journalism and the motivations toward use.

Table No. (12) shows the Pearson correlation coefficient to prove the relationship between respondents' rate of use of video journalism and motivations toward use.			
Pearson coefficient	Significance level	Direction of the relationship	Relationship strength
** .564	.001	proportional relationship	Middle

The data of the previous table indicates that the value of the Pearson correlation coefficient is 564.\*\* and at the significance level of 001. It is a statistically significant value, meaning that the higher the level of respondents' use of video journalism, the higher the respondents' motives for using it on an average, and thus the hypothesis that there is a significant correlation has been proven correct. Statistics between respondents' rate of use of video journalism and motivations toward use.

The second hypothesis: There is a statistically significant correlation between the rate of respondents' use of video journalism and the satisfaction achieved from it.

**The second hypothesis:** There is a statistically significant correlation between the rate of respondents' use of video journalism and the satisfaction achieved from it.

**Table No. (13) shows the Spearman correlation coefficient to demonstrate the relationship between the respondents' rate of use of video journalism and the satisfactions achieved from it.**

Spearman's coefficient	Significance level	Direction of the relationship	The strength of the relationship
** .262	.000	Directly	Weak

The data of the previous table indicates that there is a weak direct relationship between the rate of respondents' use of video journalism and the satisfaction achieved with it, as the value of the Spearman correlation coefficient reached 262.\*\*, and at the significance level of .000, which is a statistically significant value, which means that the higher the rate of use Respondents to video journalism. The percentage of satisfaction achieved from using it also increased, which proves the validity of the hypothesis that there is a weak direct relationship between the rate of respondents' use of video journalism and the satisfaction achieved with it.

**The third hypothesis:** There is a statistically significant correlation between the level of respondents' confidence in press videos and the way of interacting with their content.

**Table No. (14) shows the Pearson correlation coefficient to prove the relationship between the level of respondents' confidence in journalistic videos and the way they interact with their content.**

Relationship strength	Direction of the relationship	Significance level	Pearson coefficient
strong	Directly	.000	** .791

The data of the previous table indicates that there is a strong direct relationship between the level of confidence of respondents in press videos and the way of interacting with their content, as the value of the Pearson correlation coefficient reached 791. \*\*, and at the level of the significance level of .000, which is a statistically significant value, that is, the more Respondents' level of trust in journalistic videos increased. The level of interaction with various issues increased by liking, commenting, or sharing their content with friends. Thus, the hypothesis that there is a statistically significant correlation between the level of respondents' confidence in press videos and the way of interacting with their content was proven correct.

**Fourth hypothesis:** There are statistically significant differences between the rate of respondents' use of video journalism depending on the demographic variables of the respondents.

**The first sub-hypothesis of the eighth hypothesis:** There are statistically significant differences between the rate of respondents' use of video journalism according to type.

**Table No. (15): T-Test to prove the differences between the rate of respondents' use of video journalism according to type**

Type	No.	Arithmetic mean	standard deviation	T value	Degree of freedom	Significance level
male	191	2.1	.36709	580	398	.562
feminine	209	2.1	.43301		395.809	.559

It is clear from Table No. (15), which is concerned with testing statistically significant differences between the average rate of sample members' use of video and quality journalism, using the T-test. The

value of the T-test was (.580), and the significance level reached .562, .599. These values are not Statistically significant, and therefore we do not accept the validity of the hypothesis that there are statistically significant differences between the two groups. The rate of sample members' use of video journalism by gender.

The second sub-hypothesis of the eighth hypothesis: There are statistically significant differences between the rate of respondents' use of video journalism according to marital status.

Table No. (16) shows the One-Way Anova test to measure the significance of the differences between the respondents' rate of use of video journalism according to marital status.					
Statement	Total scores	Degree of freedom	F value	F value	Significance level
Between groups	2.800	3	.933	5.975	.001
Within groups	61.858	396	.156		
the total	64.658	399			

It is clear from the data in the previous table and using One Way Anova that there are statistically significant differences between the rate of respondents' use of video journalism according to marital status, as the "F" value reached 5.975, at a significance level of .001, which is a statistically significant value.

Table No. (17) The LSD test shows the significant differences between the respondents' rate of use of video journalism and marital status.		
social status	No.	Mean differences
married	40	2.2
bachelor	339	2.5
absolute	15	2.1
Widower	6	2.4

The data of the previous table indicates, and by using the LSD test to clarify the level of significance in favor of any group, it turns out that the highest group was in favor of single people, as the average difference reached 2.5, which indicates that this group is the most affected by the behaviors adopted by the videos of the study sample, and thus we find statistical significance and difference. Significant in favor of that group, and therefore we accept the validity of the hypothesis that there are statistically significant differences between group members. The rate of sample members' use of video journalism according to marital status and in favor of single people.

**The third sub-hypothesis of the eighth hypothesis:** There are statistically significant differences between the rate of sample members' use of video journalism according to age.

Table No. (18) shows the T-Test to prove the differences between the respondents' rate of use of video journalism according to age.						
Age	the number	Arithmetic average	standard deviation	T value	Degree of freedom	Significance level
From 18-40 years	370	2.2	.3998	.135	398	.892
From 41-60 years	30	2.1	.4420	.124	32.963	.902

It is clear from Table No. (18), which specializes in testing statistically significant differences between the averages of the respondents' rate of use of video journalism and their age, using the T-Test. The value of the T-Test reached .135, .124, and the level of significance reached .892. ., and 902., which are values that are not statistically significant, and thus we do not accept the validity of the hypothesis that there

are statistically significant differences between the rate of respondents' use of video journalism according to age.

**The fourth sub-hypothesis of the eighth hypothesis:** There are statistically significant differences between the rate of respondents' use of video journalism according to job.

<b>Table No. (19) shows the One Way Anova test to measure the significance of the differences between the rate of respondents' use of video journalism according to job.</b>					
The statement	Total scores	Degree freedom	Arithmetic average	F value	Significance level
Between groups	2.359	3	.786	4.997	.002
inside groups	62.299	396	.157		
the total	64.658	399			

It is clear from the data of the previous table and using One Way Anova that there are statistically significant differences between the rate of respondents' use of video journalism by job, as the "F" value reached 4.997, at a significance level. 002, which is a statistically significant value.

<b>Table No. (20) shows the LSD test for the significance of the differences between the respondents' rate of use of video journalism according to job</b>		
Labor sector	No.	Labor sector Mean differences
Government sector	12	2.5
Private sector	75	2.1
student	301	2.2
I do not work	12	1.8

The data of the previous table indicates, and by using the LSD test to clarify the level of significance in favor of any group, it turns out that the highest group was in favor of government sector employees, as the average difference reached 2.5, which indicates that this group is the most affected by the use of video journalism, and thus we find statistical significance and a significant difference. In favor of that group, and therefore we accept the validity of the hypothesis that there are statistically significant differences between the percentage of sample members using video journalism by job and in favor of currencies in the government sector.

**The fifth sub-hypothesis of the eighth hypothesis:** There are statistically significant differences between the rate of respondents' use of video journalism according to educational level.

<b>Table No. (21) shows the One Way Anova test to measure the significance of the differences between the respondents' rate of use of video journalism according to educational level.</b>					
Statement	Total scores	Degrees of freedom	Arithmetic average	F value	Level of significance
Between groups	2.941	2	1.471	9.461	.000
Within groups	61.716	397	.155		
the total	64.658	399			

It is clear from the data of the previous table and using One Way Anova that there are statistically significant differences between the rate of sample members' use of video journalism according to educational level, as the "F" value reached 9.461 at the .000 significance level, which is a statistically significant value.

<b>Table No. (22) shows the LSD test for the significance of the differences between the respondents' rate of use of video journalism according to educational level</b>		
education level	No.	Average of differences
Intermediate education	16	2.0

<b>University education</b>	363	2.5
<b>Postgraduate education</b>	21	2.1

The data of the previous table indicates, and by using the LSD test to clarify the level of significance in favor of any group, it becomes clear that the most affected group was in favor of the sample members with a university education, as the average difference reached 2.5, which indicates that this group is the most likely to use video journalism in the study sample. Therefore, we find statistical significance. There is a big difference in favor of that group.

Thus, the hypothesis that there are statistically significant differences between the rate of respondents' use of video journalism according to educational level, job, and marital status was accepted, and it was rejected in terms of place of residence and age.

#### **The implications and practical results of the study according to the uses and gratifications theory**

1. The results indicated that the Iraqi public used video journalism due to its speed in conveying events, and this may be due to the technological revolution and the mechanisms used to transmit news. This technology, with its various mechanisms, has allowed Iraqi journalists and citizens to transmit events from the place and moment of their occurrence with ease through live broadcast mechanisms, photos and video. As well as publications that reach the masses directly, bypassing the boundaries and stages of journalistic work, such as writing text, editing it, and broadcasting it, as well as due to the ease of using smart phones that have become accessible to everyone. Different and diverse segments of Iraqi society can access news and events through the press, and video is available throughout the day. Therefore, this technology has facilitated the process of transmitting information, news, and events so that anyone can transmit information, no matter how quickly.
2. In terms of the motives of the sample members for using video journalism, the

ritual motives were achieved through getting used to knowing realistic stories of individual experiences in Iraq, utilitarianism among the study sample members, and the need for amusement, entertainment, and amusement. And spend free time. The LIM study (2018) confirmed that among the reasons that led to the spread of digital video journalism is publishing these videos on social media sites, which helps and encourages the creation of dialogue between social media site pioneers, in addition to obtaining information, in addition to the speed and volume of information dissemination. For a wide segment of the audience. In terms of utilitarian motives, video journalism was concerned with balance in providing content and its interest in information from reliable audio and visual sources on the ground. Headley's study (2018) confirmed that one of the most important reasons that led to the spread of digital video journalism is its reliance on the elements that most attract the reader. The viewer, who is the element of the image, is one of the elements that the audience relies on most in believing media content. The most popular form of interaction with video content on websites was liking, followed by talking with others about the video content and discussing the issues it addresses.

3. In terms of the satisfaction achieved by the sample members as a result of their use of video journalism, the results confirmed that satisfaction with the content was achieved. This may be due to the fact that the information provided by video journalism differs in quantity and quality from traditional journalism, as it is participatory and interactive journalism. Therefore, the Iraqi citizen can obtain the greatest amount of information, and human nature tends to

hear different opinions revolving around societal topics and issues, especially issues that have not been left room for in the traditional media and journalism. For which not enough space was allocated in its coverage. This result agreed with the result of Headley's (2018) study. This confirmed the interest of video journalism in monitoring the events raised in society, which helps to form a public opinion about these issues. As for practical satisfaction, it was average. Modern technology has allowed the journalist to exchange information and create journalistic content directly from the ground, and Wallace's study (2018) confirmed The importance of video journalism helps disseminate information that consolidates the culture of democracy and convinces young people of it. It also enables video journalism to achieve moderate social satisfaction, as video journalism raises some feelings of anxiety, tension, and sympathy, especially in topics that directly affect them, which was directly reflected in their behavior toward the issues raised, which was characterized by activity and interaction with some issues. This result agreed with the result of Shrimali's (2018) study, which emphasized the importance of community video journalism in shaping a future vision for young people and the necessity of resolving ethnic differences leading to social change.

### **Second: Practical implications of the study's results:**

1. The use of video journalism has spread on the websites of newspapers and satellite channels and their accounts on social media networks and platforms in Iraq, in addition to blogs, personal accounts, and chat applications, the most famous of which is WhatsApp, and video clips, which over time have become essential journalistic material on websites and are discussed in more detail and debate., which deepens the expansion of the spread of video journalism. On the one hand, it highlights many of the problems and challenges it faces, especially the challenges of violating privacy, and the ethical, professional, and legislative challenges, and those related to the weak credibility of video clips and exploiting them for distortion, blackmail, and spreading rumors and lies, which may harm interests. Patriotism and national security. The results confirmed the level of confidence of the sample members in medium video journalism.
2. The results of the study showed that the respondents' use of video journalism was significant, and that video journalism paid great attention to current events, which include all types of pressing issues on the Iraqi media scene. This result was consistent with the result of the LIM study (2018), which emphasized the importance of digital video journalism in promoting and defending human rights issues, in addition to social and political issues.
3. The results confirmed that the Al-Sabah Al-Jadeed and Al-Zaman newspapers are more interested in video journalism than other Iraqi newspapers.
4. The researcher believes that one of the reasons for the weakness of the professionalism of video journalism is that it requires training journalists to become more professional in using it, and because they do not keep pace with development and lack some journalistic and technical skills, and the tendency of most journalists to transmit news to achieve fame and spread through social media

networks without interest in using it. The technologies of these networks may help them provide content in the desired form, despite the relatively new term because it lacks the use of multimedia as attractive elements of transmission and is content with consumer content that is not clearly defined.

5. Indulging in the use of video journalism greatly leads to greater awareness of various events.

### General results of the study hypotheses:

1. The results proved the validity of the hypothesis that there is a statistically significant correlation between the rate of respondents' use of video journalism and the motivations towards use.
2. The results demonstrated the validity of the hypothesis that there is a weak direct correlation between the rate of respondents' use of video journalism and the satisfaction achieved from it.
3. The results confirmed the validity of the hypothesis that there is a statistically significant correlation between the level of respondents' confidence in press videos and the way of interacting with their content.
4. The results indicated the validity of the hypothesis that there are statistically significant differences between the rate of respondents' use of video journalism according to marital status and in favor of single people.
5. The results confirmed that the hypothesis that there are statistically significant differences between the rate of respondents' use of video journalism according to age is not accepted.
6. The results proved the validity of the hypothesis that there are statistically significant differences between the rate of respondents' use of video journalism according to job and in favor of currencies in the government sector.
7. The results indicated the validity of the hypothesis that there are statistically significant differences between the rate of respondents' use of video journalism according to educational level.

### Study recommendations:

1. The study recommended the necessity of monitoring, describing and analyzing what is published through electronic video journalism and subjecting it to in-depth study to reveal public opinion trends towards various issues.
2. The study also recommended the need to educate the Iraqi public and develop its awareness in verifying the validity and verification of concepts, information and news spread on electronic video journalism, and activating the Iraqi public's participation with Iraqi electronic newspapers, which contributes to serving the entire nation.

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