



Digital media (content creators and knowledge sharing) entrepreneurship in Saudi Arabia

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ABSTRACT

Entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services and that what those Entrepreneurs transformed their digital presence by creating digital content via digital platforms into a business. In today modern era and KSA specifically more people are choosing the Digital entrepreneurship by being as a career instead of the traditional entrepreneurship business ventures. In this research aims to study the relationship between demographic variables in relation to digital media entrepreneurship in the KSA, in this research we depends on the analytical and descriptive approach through collect the data by Online questionnaire survey also using Correlation Coefficient analysis, Mean and standard deviation. The data were tested by using reliability test with the coefficient of Cronbach's Alpha. We reached to indicate that there is statistically significant relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the following variables: the desire of practicing digital media as an entrepreneurial career; professional goal to become an entrepreneur in digital media in the future; the belief of having the skills and knowledge needed to publish my digital media content; the belief that financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs; the intention to rely on the income of entrepreneurship in digital media as a primary source of income; and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to participant's traditional job income. Results also revealed that there are statistically significant differences concerning preferences of participants' digital media platform on which they intend to publish their digital media content. In the light of the above results, it can be concluded that the study proved effective in investigating a wide range of demographic variables in relation to digital media entrepreneurship in the KSA.

Keywords: Entrepreneurship, Digital media, knowledge sharing, Digital entrepreneurship.



CHAPTER-I:

Introduction

Digital media inspires millions of users from all over the world. This media has made the connection more familiar to ones that are more intelligent. This new medium of communication makes people connect with them at a deeper level. One cannot afford to not having any presence on the social network channel (Alam, 2017).

Digital media have made it easy for users to publish their musings and opinions and make them accessible to a wide audience (Brake, 2014; Schradie, 2013; Blank &Reisdorf, 2012; Schradie, 2012; Schradie, 2011; Correa, 2010; Hargittai&Walejko, 2008). Based on personal profiles, users can quickly connect to like-minded citizens and become members of lively communities of interest (Zhang et al., 2010). These new media affordances have triggered significant research interest in what is called ‘online participation’: Users that employ new media to create and share content with interested audiences.

Knowledge sharing is a process which is realized through using and actualizing certain activities the most important of which are: the acquisition of knowledge and information, distribution of information, giving the information and recovering the information and knowledge (Salkhi el al., 2014).

Media entrepreneurship plays a crucial role in innovative changes in economy, specifically in small sectors and for an individual's resource. The entrepreneurs provide others with innovative products which are new means to gain knowledge and to increase access to existing knowledge and fill the gap between developing and already developed societies. The media entrepreneurship can contribute to the development of economies due to its peculiar abilities for value creation(Khajeheian, 2014).

Research problem and research significant:

In Saudi Arabia, digital media have reshaped life, and nowadays' Saudi Arabians have a massive use of smart phones, iPads and other portable devices; moreover,



they are continually looking for cutting edge technologies. All these smart phones and other portable devices are equipped or ready for social media applications like Facebook, Twitter, YouTube, WhatsApp, and Instagram, which are part of what is known as Social Web 2.0, best characterized by the notions of social interaction, content sharing, and collective intelligence (Alabdulkareem, 2014).

Because the area of media entrepreneurship is still a young and undeveloped field, this phenomenon is poorly understood (Achtenhagen, 2008, p.124). "In 2017, no significant progress can be seen. The number of publications on the subject of media entrepreneurship has increased, but the field is not clear enough yet, and there is no consensus among the experts of the field"(Khajeheian, 2017, p.92).Despite, the spread of digital media and the broad adoption of these various communication tools, there is a lack of studies in Saudi region. Therefore, the current study attempts to answer the following questions:

Research question:

- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the desire of practicing digital media as an entrepreneurial career?
- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and professional goal to become an entrepreneur in digital media in the future?
- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the belief of having the skills and knowledge needed to publish my digital media content?
- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the belief that financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs?



- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the intention to rely on the income of entrepreneurship in digital media as a primary source of income?
- What is the relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to participant's traditional job income?
- What are preferences of participants' digital media platforms on which they intend to publish their digital media content?
- What are preferences of participants' kind of digital media content which they intend to publish through digital media?

Research Hypotheses:

- There is statistically significant relationship between demographic variables and the desire of practicing digital media as an entrepreneurial career.
- There is statistically significant relationship between demographic variables and professional goal to become an entrepreneur in digital media in the future.
- There is statistically significant relationship between demographic variables and the belief of having the skills and knowledge needed to publish my digital media content.
- There is statistically significant relationship between demographic variables and the belief that financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs.
- There is statistically significant relationship between demographic variables and the intention to rely on the income of entrepreneurship in digital media as a primary source of income.



- There is statistically significant relationship between demographic variables and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to participant's traditional job income.
- There are statistically significant differences concerning preferences of participants' digital media platform on which they intend to publish their digital media content.
- There are statistically significant differences concerning preferences of participants' digital media kind of content which they intend to publish through digital media.

Research aims and objectives:

- Identifying the relationship between demographic variables and the desire of practicing digital media as an entrepreneurial career.
- Identifying the relationship between demographic variables and professional goal to become an entrepreneur in digital media in the future.
- Identifying the relationship between demographic variables and the belief of having the skills and knowledge needed to publish my digital media content.
- Identifying the relationship between demographic variables and the belief that financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs.
- Identifying the relationship between demographic variables and the intention to rely on the income of entrepreneurship in digital media as a primary source of income.
- Identifying the relationship between demographic variables and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to participant's traditional job income.
- Identifying the differences concerning preferences of participants' digital media platform on which they intend to publish their digital media content.
- Identifying the differences concerning preferences of participants' digital media kind of content which they intend to publish through digital media.



CHAPTER-II:

LITERATURE REVIEW

There are significant advantages to creating your own content; engaging content can help you gain a competitive edge over your competitors in a crowded digital media market. (Nuss, 2019).

Knowledge sharing and content creation through digital media are held to generate social capital, providing both group- and individual-level benefits (Domahidi, 2018). Explicitly entrepreneurship means the creation of new venture (Khajeheian, 2017).

Being a scientific field of research, entrepreneurship has strong relevance to the media. The word entrepreneurship is widely used, but it is still fragmented, ambiguous and context related. This is not because the definition is not available, but because there are too many, and even these definitions rarely agree with each other on some essential characteristics of the entrepreneurship various characteristic (Khajeheian, 2017). The word "media" in media entrepreneurship implies the context in which entrepreneurial activities are conducted (Khajeheian, 2017).

Alam (2017) conducted entitled "Exploring Shopper Insights of Social Media Use in Saudi Arabia". The study aimed to know the preferences in using social network types among the respondents, the Results indicated that the majority of respondents preferring to use WhatsApp (85%) as social media for communication followed by Twitter (75%), Instagram (61.95%), snapshot (51%), Facebook (42%), LinkedIn (21%) and others (7.52%).

Hang and Weezel (2014) conducted a study about the investigating how entrepreneurship affects the media industries and, and how media influence entrepreneurial activities by reviewing articles and books. This concluded that First, there is an increasing trend for researching media and entrepreneurship. Second, the current entrepreneurship research in media industries is unevenly distributed, with newspapers, film and music being the favored industries, and the topics of innovation and family business the most frequently addressed. Finally, very few efforts have been made to research how media affect the entrepreneurship phenomenon.

Al Saud and Khan (2013) conducted a study about the Role of Social Media in Brand Development in Saudi Arabia.



The results from this Saudi example show that social media including Facebook and Twitter are among the most effective tool to develop a brand as compared to traditional promotional methods. It has also been found that these media are more successful in Saudi Arabia to develop the brand recall and image. Entrepreneurship is an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organizing, markets, processes and raw materials through organizing efforts that previously had not existed (Mbhele, 2013).

In the short number of published body research, some definitions of media entrepreneurship can be found. Media entrepreneurship can be defined as "the creation and ownership of a small enterprise or organization whose activity adds at least one voice or innovation to the media market place" (Hoang, 2008, p.74).

CHAPTER-III:

Methodology:

The primary purpose of this research was to identify the relation between age, educational level, individual's perceptions of digital media profits and their desire of practicing digital media as an entrepreneurial career and Exploring differences among contents will be introduced by Saudi Arabians who desire of practicing digital media as an entrepreneurial career in Saudi kingdom. The empirical sample was any Saudi Arabian citizens between the age of 10 and older with an access to the internet connected electronic devices such a laptop or a mobile. Totally (400) questionnaires were answered and used in this study.

The survey adopted a structured self-administered questionnaire instrument for data collection, The first part of the survey is about demographic characteristics, Gender, Residential Area, age, Educational level and Professional status.



The second part was about the availability of entrepreneurial desire in digital media and Perception about digital media financial income level a five-point Liker type scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) was used by using Correlation Coefficient analysis and Mean and standard deviation. The third part was about types of contents they intend to publish digital media content through and what kind of content creation they intend to share.

Reliability and Validity

For testing reliability of the questionnaire, the researcher or a pilot study of the questionnaire was conducted before applying it. The questionnaire was piloted on 80 participants. The purpose of the pilot testing was to determine the reliability of it: The reliability of the questionnaire was tested by applying Cronbach's alpha using SPSS. The reliability coefficient was (.822). Therefore, the questionnaire was considered highly reliable. Results for total Cronbach's alpha and for each item are shown in the tables below:

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.822	6

Item-Total Statistics



	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am determined to create or post content on digital media in the future	16.6250	19.706	.676	.777
My professional goal is to become an entrepreneur in digital media in the future	17.1500	17.496	.776	.750
I have the skills and knowledge needed to publish my digital media content	17.2000	19.048	.661	.778
Do you think that the financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs?	16.8375	21.125	.450	.823
Do you intend to rely on the income of entrepreneurship in digital media as a primary source of income?	17.2625	18.854	.659	.778
Do you intend to rely on the income of entrepreneurship in digital media as an additional source of income to your traditional job income?	16.6125	23.481	.320	.842

Sampling procedures

In research terms a sample is a group of people, objects, or items that are taken from a larger population for measurement. For picking a sample for this study, the requirement is a resident in KSA between the ages of 10 and older with an access to the internet connected electronic devices such a laptop or a mobile.



Sample with demographic information

The study sample consists of (400) participants. Concerning gender participants are as follows: (51) Participants are males and (349) are females. Concerning resident area participants are as follows: (116) participants are from Riyadh region. (150) participants are from Mecca area. (24) participants are from Medina area. (23) participants are from Qassim area. (46) Participants are from Eastern Province. (13) Participants are from Asir Region. (8) Participants are from Tabuk area. (3) Participants are from Hail area. (3) Participants are from Northern border area. (4) Participants are from Jazan area. (6) Participants are from Al Baha area. (4) Participants are from Al Jouf area. Concerning age participants are as follows: (32) participants are from 10 to 15 (246) participants are from 16 to 25 (88) participants are from 26 to 35. (19) participants are from 36 to 45. (8) participants are from 46 to 60. (6) Participants are above 60. Concerning educational level of participants are as follows: (2) participants are Primary School students. (29) Participants are Intermediate school students. (79) Participants are High school students. (116) participants are University students. (17) Participants have Diploma. (128) participants have Bachelor Degree. (24) Participants have Master Degree. (5) Participants have PHD Degree. Concerning professional status participants are as follows: (106) participant are employees. (294) participants are unemployed.

CHAPTER-IV:

RESULTS

The present study makes use of SPSS version 17 to calculate frequencies, percentages, Pearson correlation coefficient and P-value. The correlation coefficient is a number between -1 and $+1$. The closer to 1 the more confident the researcher of a positive linear correlation and the closer to -1 the more confident we are of a negative linear correlation. If the data from the study results in a p-value of less than that 0.05, the researcher will claim that his study is significant and it enables him to accept the hypothesis and conclude that a relationship really exists.

Degree of correlation:

Perfect: If the value is near ± 1 , then it said to be a perfect correlation: as one variable increases, the other variable tends to also increase (if positive) or decrease (if negative).

High degree: If the coefficient value lies between ± 0.50 and ± 1 , then it is said to be a strong correlation. Moderate degree: If the value lies between ± 0.30 and ± 0.49 , then it is said to be a medium correlation. Low degree: When the value lies below $\pm .29$, then it is said to be a small correlation.

For testing the first hypothesis, the researcher calculated frequencies, percentages of total scores and Pearson correlations between variables. The results of the relation between gender and the desire of practicing digital media as an entrepreneurial career are shown in table (1) below:

Table (1)

Frequencies and percentages of males and females concerning the desire to create or share digital media content in the future

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	Male	8	2.0	2.0	
		Female	12	3.0	3.0	
		Total	20	5.0	5.0	5.0
	Disagree	Male	6	1.5	1.5	
		Female	44	11.0	11.0	
		Total	50	12.5	12.5	17.5
	Neutral	Male	15	3.8	3.8	
		Female	87	21.8	21.8	
		Total	102	25.5	25.5	43.0



	Agree	Male	6	1.5	1.5	
		Female	117	29.3	29.3	
		Total	123	30.8	30.8	73.8
	strongly agree	Male	16	4.0	4.0	
		Female	89	22.3	22.3	
		Total	105	26.3	26.3	100.0
	Total	Male	51	12.8	12.8	
		Female	349	87.3	87.3	
		Total	400	100.0	100.0	

These results indicates that total scores of male participants in the sub-scale of the desire to create or share digital media content in the future is (169) out of (255) which means (66. 27%) and that total scores of female participants in the sub-scale of the desire to create or share digital media content in the future is (1274) out of (1745) which means (73%).

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from both males and females on the sub-scale of the desire to create or share digital media content in the future. Results are shows that person correlation of gender and desire to create or share digital media content in the future is (.098) and P-value is (.05). This indicates that we can accept the hypothesis shows that there is a low degree correlation between gender and desire to create or share digital media content in the future. This indicates that we can accept the hypothesis shows that there is a low degree correlation between gender and desire to create or share digital media content in the future.

For testing the relation between resident area and desire to create or share digital media content in the future," the researcher calculated frequencies and percentages of scores from digital media questionnaire. The results are shown in table (3) below:

Table (3)

The relation between resident area and desire to create or share digital media content in the future

	Frequency	Percent	Valid Percent	Cumulative Percent	Total scores	Percent of scores
Valid Riyadh region	116	29.0	29.0	29.0	580	71. 72
Mecca area	150	37.5	37.5	66.5	750	71. 60
Medina area	24	6.0	6.0	72.5	120	67. 50
Qassim area	23	5.8	5.8	78.3	76	66. 08
Eastern Province	46	11.5	11.5	89.8	166	72. 17
Asir Region	13	3.3	3.3	93.0	53	81. 53
Tabuk area	8	2.0	2.0	95.0	33	82. 50
Hail area	3	.8	.8	95.8	12	80.00
Northern border area	3	.8	.8	96.5	13	86. 66
Jazan area	4	1.0	1.0	97.5	14	70.00
Al Baha area	6	1.5	1.5	99.0	24	80.00
Al Jouf area	4	1.0	1.0	100.0	18	90.00
Total	400	100.0	100.0			

Table (3) shows that the scores obtained by participants for the region.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all regions on the sub-scale of the desire to create or share digital media content in the future.

Results are shows that Pearson correlation of gender and desire to create or share digital media content in the future is (.098) and P-value is (.05).



This indicates that we can accept the hypothesis and shows that there is a very low degree correlation between resident area and desire to create or share digital media content in the future. For testing the relation between age and desire to create or share digital media content in the future," the researcher calculated frequencies and percentages of total scores of participants from all categories of ages. The results are shown in table (5) below:

Table (5)**The relation between age and desire to create or share digital media content in the future**

		Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentage s of scores
Valid	From 10 to 15	32	8.0	8.0	8.0	122	76. 25
	From 16 to 25	246	61.5	61.7	69.7	920	74. 79
	From 26 to 35	88	22.0	22.1	91.7	311	70. 68
	From 36 to 45	19	4.8	4.8	96.5	62	65. 26
	From 46 to 60	8	2.0	2.0	98.5	19	47. 50
	Above 60	6	1.5	1.5	100.0	7	23. 33
	Total	399	99.8	100.0			
Missing	System	1	.3				
Total		400	100.0				

Table (5) shows that the scores obtained by participants in relation to the sub-domain of the desire to create or publish digital media content in the future

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of ages on the sub-scale of the desire to create or share digital media content in the future. Results are shows that Pearson correlation of gender and desire to create or share digital media content in the future is (.284-**) and P-value is (.00).



This indicates that we can accept the hypothesis and shows that there is a significant negative correlation between categories of ages and desire to create or share digital media content in the future.

For the previous the previous hypothesis, the researcher calculated frequencies and percentages of participants according to educational level. Results are shown in table (7) below:

Table (7)

The relation between Educational level and desire to create or share digital media content in the future

	Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentage of scores
Valid Primary School student.	2	.5	.5	.5	10	100
Intermediate school student	29	7.3	7.3	7.8	105	72. 41
High school student	79	19.8	19.8	27.5	319	80. 75
University student	116	29.0	29.0	56.5	411	70. 86
Diploma	17	4.3	4.3	60.8	69	81. 17
Bachelor Degree	128	32.0	32.0	92.8	432	67. 50
Master Degree	24	6.0	6.0	98.8	81	67. 50
PHD Degree	5	1.3	1.3	100.0	16	64.00
Total	400	100.0	100.0			

Table (7) shows that the scores obtained by participants based on educational level.



For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of educational level on the sub-scale of the desire to create or share digital media content in the future. Results are show the Pearson correlation of Educational level and desire to create or share digital media content in the future is (173-**) and P-value is (.01). This indicates that we can accept the hypothesis and shows that there is a significant negative correlation between Educational levels and desire to create or share digital media content in the future.

For testing the previous hypothesis, the researcher calculated frequencies and percentages of obtained from employed and unemployed participants concerning desire to create or share digital media content in the future. Results are shown in table (9) below:

Table (9)

The relation between Professional status and desire to create or share digital media content in the future

		Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentage of scores
Valid	employee	106	26.5	26.5	26.5	355	66. 98
	unemployed	294	73.5	73.5	100.0	1088	74. 01
	Total	400	100.0	100.0			

Table (9) show scores obtained by participants based on the sub- scale of the desire to create or post digital media content in the future.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of educational level and the desire to create or share digital media content in the future. Results are shown shows that Pearson correlation of Educational level and desire to create or share digital media content in the future is (135**) and P-value is (.01).



This indicates that we can accept the hypothesis and shows that there is a significant correlation between Professional statuses and desire to create or share digital media content in the future.

For testing the second hypothesis, the researcher calculated frequencies, percentages of total scores and Pearson correlation of. Results are shown in table (11) below:

Table (11)

Frequencies and scores of males and females concerning professional goal to become an entrepreneur in digital media in the future

		Frequency	Percent	Valid Percent	Cumulative Percent	Total scores	Percent of scores
Valid	male	51	12.8	12.8	12.8	156	61.17
	female	349	87.3	87.3	100.0	1102	63.15
	Total	400	100.0	100.0			

Table (11) shows the scores obtained by participants based on gender.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from both males and females on the sub-scale of the desire to create or share digital media content in the future. The results are shows that Pearson correlation of gender and professional goal to become an entrepreneur in digital media in the future is (.026) and P-value is (.598). This indicates that we can accept the hypothesis and shows that there is a low degree correlation between gender and professional goal to become an entrepreneur in digital media in the future.

For testing the previous hypothesis, the researcher calculated frequencies and percentages of scores of participants from all resident areas. Results are shown in table (13) below:

Table (13)

The relation between resident area and professional goal to become an entrepreneur in digital media in the future

		Frequency	Percent	Valid Percent	Cumulative Percent	Total scores	Percent of scores
Valid	Riyadh region	116	29.0	29.0	29.0	364	62. 75
	Mecca area	150	37.5	37.5	66.5	470	62. 66
	Medina area	24	6.0	6.0	72.5	67	55. 83
	Qassim area	23	5.8	5.8	78.3	68	59. 13
	Eastern Province	46	11.5	11.5	89.8	148	64. 34
	Asir Region	13	3.3	3.3	93.0	46	76. 66
	Tabuk area	8	2.0	2.0	95.0	27	67. 50
	Hail area	3	.8	.8	95.8	12	80.00
	Northern border area	3	.8	.8	96.5	11	73. 33
	Jazan area	4	1.0	1.0	97.5	13	65.00
	Al Baha area	6	1.5	1.5	99.0	17	56. 66
	Al Jouf area	4	1.0	1.0	100.0	14	70.00
	Total	400	100.0	100.0			

Table (13) shows that the score obtained by participants from all residential areas on the professional sub-domain to become future digital media entrepreneurs.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all regions on the sub-scale of professional goal to become an entrepreneur in digital media in the future. Results are shows that Pearson correlation of gender and desire to create or share digital media content in the future is (.047) and P-value is (.347).



This indicates that we can accept the hypothesis that and shows that there is a very low degree correlation between resident area and professional goal to become an entrepreneur in digital media in the future.

For testing the previous hypothesis, the researcher calculated frequencies and percentages of total scores of digital media questionnaire. The results are shown in table (15) below:

Table (15)

The relation between age and professional goal to become an entrepreneur in digital media in the future

	Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentages of scores
Valid From 10 to 15	32	8.0	8.0	8.0	109	68.12
From 16 to 25	246	61.5	61.7	69.7	818	66.50
From 26 to 35	88	22.0	22.1	91.7	250	56.81
From 36 to 45	19	4.8	4.8	96.5	53	55.78
From 46 to 60	8	2.0	2.0	98.5	20	50.00
Above 60	6	1.5	1.5	100.0	7	23.33
Total	399	99.8	100.0			
Missing System	1	.3				
Total	400	100.0				

Table (15) shows the scores obtained by participants based on age and career goal.



For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of ages on the sub-scale of the desire to create or share digital media content in the future. The results are shows that Pearson correlation of gender and desire to create or share digital media content in the future is (-.256**) and P-value is (.00). This indicates that we can accept the hypothesis stating that "there is a statistically significant negative correlation between age and professional goal to become an entrepreneur in digital media in the future and shows that there is a significant negative correlation between resident area and professional goal to become an entrepreneur in digital media in the future (as age goes down the desire to create or share a digital content goes up). For testing the ninth hypothesis, the researcher calculated frequencies and percentages of total scores of digital media questionnaire. The results are shown in table (17):

Table (17)

The relation between Educational level and desire to create or share digital media content in the future

	Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentage of scores
Valid Primary School student.	2	.5	.5	.5	10	100
Intermediate school student	29	7.3	7.3	7.8	99	68. 27
High school student	79	19.8	19.8	27.5	309	78. 22
University student	116	29.0	29.0	56.5	412	71. 03
Diploma	17	4.3	4.3	60.8	80	94.11
Bachelor Degree	128	32.0	32.0	92.8	424	66. 25
Master Degree	24	6.0	6.0	98.8	84	70.00
PHD Degree	5	1.3	1.3	100.0	10	40.00



		Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentages of scores
Valid	Primary School student.	2	.5	.5	.5	10	100
	Intermediate school student	29	7.3	7.3	7.8	99	68.27
	High school student	79	19.8	19.8	27.5	309	78.22
	University student	116	29.0	29.0	56.5	412	71.03
	Diploma	17	4.3	4.3	60.8	80	94.11
	Bachelor Degree	128	32.0	32.0	92.8	424	66.25
	Master Degree	24	6.0	6.0	98.8	84	70.00
	PHD Degree	5	1.3	1.3	100.0	10	40.00
	Total	400	100.0	100.0			

Table (17) shows the Scores obtained by participants based on the relationship between educational level and the desire to create or share digital media content in the future.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of educational level on the sub-scale of the desire to create or share digital media content in the future. Results are shows that Pearson correlation of Educational level and having Professional goal is to become an entrepreneur in digital media in the future is (-.219**) and P-value is (.00). This indicates that we can accept the hypothesis stating that "there is a statistically significant negative correlation between educational level and Professional goal is to become an entrepreneur in digital media in the future and shows that there is a significant negative correlation between Educational level and desire to create or share digital media content in the future (as educational level goes down the desire to create or share a digital content goes up).

For the previous hypothesis, the researcher calculated frequencies and percentages of total scores of digital media questionnaire.

The results are shown in table (19) below:

Table (19)

The relation between Professional status and Professional goal is to become an entrepreneur in digital media in the future

		Frequency	Percent	Valid Percent	Cumulative Percent	Scores	Percentage of scores
Valid	employee	106	26.5	26.5	26.5	290	54. 71
	unemployed	294	73.5	73.5	100.0	968	65. 85
	Total	400	100.0	100.0			

Table (19) the scores that obtained by participants based on future digital media content.

For testing the previous hypothesis, the researcher calculated Pearson correlation coefficient and P-value of the scores obtained from all categories of educational level on the sub-scale of the Professional goal is to become an entrepreneur in digital media in the future. The results are shows that Pearson correlation of Educational level and having a Professional goal to become an entrepreneur in digital media in the future is (.197**) and P-value is (.00). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between Professional status and Professional goal is to become an entrepreneur in digital media in the future and shows that there is a significant correlation between Professional status and having a Professional goal to become an entrepreneur in digital media in the future.

For testing the third hypothesis, the researcher calculated Pearson correlations between variables. The results of the relation between gender and the belief of having the skills and knowledge needed to publish digital media content are shown in table (21) below:

**Table (21)**

Pearson correlation coefficient and P-value of between gender and having skills and knowledge needed to publish digital media content.

		Gender	having skills and knowledge needed to publish digital media content
Gender	Pearson Correlation	1	-.061-
	Sig. (2-tailed)		.220
	N	400	400
having skills and knowledge needed to publish digital media content	Pearson Correlation	-.061-	1
	Sig. (2-tailed)	.220	
	N	400	400

Based on table (21) this indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between gender and having skills and knowledge needed to publish digital media content " and shows that there is a very low degree correlation between gender and professional goal to become an entrepreneur in digital media in the future.

The results of the relation between resident area and the belief of having the skills and knowledge needed to publish digital media content are shown shows that Pearson correlation of gender and having skills and knowledge needed to publish digital media content is (.095) and P-value is (.059).



This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between resident area and having skills and knowledge needed to publish digital media content " and shows that there is a very low degree correlation between resident area and having skills and knowledge needed to publish digital media content.

Results of the relation between age and the belief of having the skills and knowledge needed to publish digital media content are shown in table (23) below:

Table (23)

Correlation between age and having skills and knowledge needed to publish digital media content

		Age	having skills and knowledge needed to publish digital media content
Age	Pearson Correlation	1	-.174 ^{**}
	Sig. (2-tailed)		.000
	N	399	399
having skills and knowledge needed to publish digital media content	Pearson Correlation	-.147 ^{**}	1
	Sig. (2-tailed)	.000	
	N	399	400

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Based on table (23), this indicates that we can accept the hypothesis stating that "there is a statistically significant negative correlation between age and having skills and knowledge needed to publish digital media content and shows that there is a significant negative correlation between resident age and having skills and knowledge needed to publish digital media content (as age goes down having skills and knowledge needed to publish digital media content goes up).



Results of the relation between Educational level and the belief of having the skills and knowledge needed to publish digital media content are shown that Pearson correlation of Educational level and having skills and knowledge needed to publish digital media content is (.186-**) and P-value is (.00). This indicates that we can accept the hypothesis stating that "there is a statistically significant negative correlation between educational level and having skills and knowledge needed to publish digital media content and shows that there is a significant negative correlation between Educational level and desire to create or share digital media content in the future (as educational level goes down having skills and knowledge needed to publish digital media content goes up).

Results of the relation between professional status and the belief of having the skills and knowledge needed to publish digital media content are shown in table (25) below:

Table (25)

Correlation between Professional status and Professional goal is to become an entrepreneur in digital media in the future

		Professional status	having skills and knowledge needed to publish digital media content
Professional status	Pearson Correlation	1	.122*
	Sig. (2-tailed)		.000
	N	400	400
having skills and knowledge needed to publish digital media content	Pearson Correlation	.122*	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.05 level (2-tailed).

Table (25) shows that Pearson correlation of Educational level and having skills and knowledge needed to publish digital media content is (.122*) and P-value is (.00).



This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between Professional status and having skills and knowledge needed to publish digital media content and shows that there is a significant correlation between Professional status and having skills and knowledge needed to publish digital media content.

For testing the fourth hypothesis stating that "There is statistically significant relationship between demographic variables represented in (gender, resident area, age, educational level and professional status) and the belief that financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs," the researcher calculated Pearson correlations between variables. The results of the relation between gender and the belief of having the skills and knowledge needed to publish digital media content are shown shows that Pearson correlation of gender and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs is (-.062) and P-value is (.214). This indicates that we can accept the hypothesis and shows that there is a very low degree correlation between participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs. Results of the relation between age and participants believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs are shown in table (27) below:

Table (27)

Correlation between resident area and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs.

		Resident Area	participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs
Resident Area	Pearson Correlation	1	.073



	Sig. (2-tailed)		.142
	N	400	400
participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs	Pearson Correlation	.073	1
	Sig. (2-tailed)	.142	
	N	400	400

Table (27) shows that Pearson correlation of gender and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs is (.073) and P-value is (.142). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between resident area and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs "and shows that there is a very low degree correlation between resident area and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs. Results of the relation between age and participants believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs are shows that Pearson correlation of gender and participants believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs is (.041) and P-value is (.418). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between age and having skills and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs and shows that there is a significant a very low degree correlation between age and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs.

Results of the relation between educational level and participants believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs are shown in table (29) below:

**Table (29)**

Correlation Educational level area and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs according to age

		Educational level	participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs
Educational level	Pearson Correlation	1	-.149- ^{**}
	Sig. (2-tailed)		.003
	N	400	400
participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs	Pearson Correlation	-.149- ^{**}	1
	Sig. (2-tailed)	.003	
	N	400	400

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Based on table (29), this indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between educational level and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs and shows that there is a significant negative correlation between Educational level and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional. Results of the relation between Professional status and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs is shows that Pearson correlation of Educational level and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs is (117*) and P-value is (.00).



This indicates that we can accept the hypothesis and shows that there is a significant correlation between Professional status and participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs.

For testing the fifth hypothesis, the researcher calculated Pearson correlations between variables. The results of the relation between gender and the intention to rely on the income of entrepreneurship in digital media as a primary source of income are shown in table (31) below:

Table (31)

Pearson correlation coefficient and P-value of the scores obtained from both males and females on the sub-scale of intention to rely on the income of entrepreneurship in digital media as a primary source of income

		Gender	intention to rely on the income of entrepreneurship in digital media as a primary source of income
Gender	Pearson Correlation	1	.053
	Sig. (2-tailed)		.289
	N	400	400
intention to rely on the income of entrepreneurship in digital media as a primary source of income	Pearson Correlation	.053	1
	Sig. (2-tailed)	.289	
	N	400	400

Based on table (31) this indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between gender and "intention to rely on the income of entrepreneurship in digital media as a primary source of income " and shows that there is a very Low degree correlation between participants' believe that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs.

Results of the relation between resident area and intention to rely on the income of entrepreneurship in digital media as a primary source of income are shows that Pearson correlation of gender and intention to rely on the income of entrepreneurship in digital media as a primary source of income is (.046) and P-value is (.357). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between resident area and intention to rely on the income of entrepreneurship in digital media as a primary source of income "and shows that there is a very low degree correlation between resident area and participants' intention to rely on the income of entrepreneurship in digital media as a primary source of income.

Results of the relation between age and intention to rely on the income of entrepreneurship in digital media as a primary source of income are shown in table (33) below:

Table (33):

Correlation between age and participants' intention to rely on the income of entrepreneurship in digital media as a primary source of income

		Age	intention to rely on the income of entrepreneurship in digital media as a primary source of income
Age	Pearson Correlation	1	.162-**
	Sig. (2-tailed)		.001
	N	399	399
intention to rely on the income of entrepreneurship in digital media as a primary source of income	Pearson Correlation	.162-**	1
	Sig. (2-tailed)	.001	
	N	399	400

**. Correlation is significant at the 0.01 level (2-tailed).



Based on table (33) this indicates that we can accept the hypothesis and shows that there is a significant negative correlation between age and intention to rely on the income of entrepreneurship in digital media as a primary source of income. Results of the relation between educational level and intention to rely on the income of entrepreneurship in digital media as a primary source of income are shows that Pearson correlation of Educational level and intention to rely on the income of entrepreneurship in digital media as a primary source of income is (153-**) and P-value is (.002). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between educational level and intention to rely on the income of entrepreneurship in digital media as a primary source of income and shows that there is a significant negative correlation between Educational level and intention to rely on the income of entrepreneurship in digital media as a primary source of income (as educational level goes down intention to rely on the income of entrepreneurship in digital media as a primary source of income according to age goes up)

. For testing the sixth, the researcher calculated Pearson correlations between variables. The results of the relation between gender and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to participant's traditional job income are shown in table (35) below:

**Table (35)**

Correlation between Professional status and intention to rely on the income of entrepreneurship in digital media as a primary source of income

		Professional status	intention to rely on the income of entrepreneurship in digital media as a primary source of income
Professional status	Pearson Correlation	1	.166**
	Sig. (2-tailed)		.001
	N	400	400
intention to rely on the income of entrepreneurship in digital media as a primary source of income	Pearson Correlation	.166**	1
	Sig. (2-tailed)	.001	
	N	400	400

** . Correlation is significant at the 0.05 level (2-tailed).

Based on table (35) this indicates that we can accept the hypothesis and shows that there is a significant positive correlation between Professional status and intention to rely on the income of entrepreneurship in digital media as a primary source of income. For testing the twenty sixth hypotheses, the researcher calculated frequencies and percentages of total scores digital media questionnaire. Results of the relation between gender and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income are shows that Pearson correlation of gender and intention to rely on the intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income is (.048) and P-value is (.341). This indicates that we can accept the hypothesis and shows that there is a very Low degree correlation between gender and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income.



Results of the relation between resident area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income are shown in table (37) below:

Table (37)

Correlation between resident area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income

		Resident Area	intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income
Resident Area	Pearson Correlation	1	.012
	Sig. (2-tailed)		.357
	N	400	400
intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income	Pearson Correlation	.012	1
	Sig. (2-tailed)	.805	
	N	400	400

Based on table (37) this indicates that we can reject the hypothesis stating that "there is a statistically significant correlation between resident area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income "and shows that there is no significant correlation between resident area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income. Results of the relation between age and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income are shows that Pearson correlation of gender and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income is (.199-**and P-value is (.000).



This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between age and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income and shows that there is a significant negative correlation between age and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income (as age goes down intention to rely on the income of entrepreneurship in digital media as a primary source of income goes up). Results of the relation between educational level and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income are shown in table (39) below:

Table (39)

Correlation Educational level area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income according to age

		Educational level	intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income
Educational level	Pearson Correlation	1	.092
	Sig. (2-tailed)		.067
	N	400	400
intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income	Pearson Correlation	.092	1
	Sig. (2-tailed)	.067	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).



Based on table (39) this indicates that we can reject the hypothesis stating that "there is a statistically significant correlation between educational level and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income and shows that there is no a significant correlation between Educational level and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income. Results of the relation between professional status and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income are shows that Pearson correlation of Educational level and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income is (.127*) and P-value is (.011). This indicates that we can accept the hypothesis stating that "there is a statistically significant correlation between Professional status and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income and shows that there is a significant positive correlation between Professional status and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income.

For testing the seventh hypothesis, the researcher calculated frequencies and percentages of total scores participants give to all kinds of digital media platforms. The results are shown in table (41) below:

Table (41)

Kind of digital media platform on which participants intend to publish their digital media content

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YouTube	76	19.0	19.0	19.0
Instagram	146	36.5	36.5	55.5
Snape Chat	80	20.0	20.0	75.5
Other	98	24.5	24.5	100.0
Total	400	100.0	100.0	

Table (41) shows the scores obtained by participants based on digital media channels.



For testing the seventh hypothesis, the researcher calculated frequencies and percentages of total scores participants give to all kinds of contents. The results are shows that (102) participants intend to publish life style digital media content. (20) Participants intend publish Food and nutrition digital media content. (49) Participants intend to publish Art digital media content. (72) Participants intend to publish other digital media content. (27)Participants intend to publish Travel digital media content. (3) Participants intend publish Comedy digital media content. (3) Participants intend to publish Children digital media content. (38) Participants intend to publish Indicative content digital media content. (4)Participants intend to publish Video games digital media content. (10) Participants intend publish Products review digital media content. (52) Participants intend to publish publishEducational digital media content. (20) participants intend publish Music digital media content.

CHAPTER-V:

DISCUSSION OF RESULTS

Conclusions and Recommendation

As for the first set of demographic variables in relation to the desire to create or to publish digital media content results reached indicate that there is a low degree correlation between gender and desire to create or share digital media content in the future. Results reached indicate that there is a significant negative correlation between age and desire to create or share digital media content in the future; also there is a significant negative correlation between Educational levels and desire to create or share digital media content in the future. Results reached indicate that there is a significant correlation between Professional status and desire to create or share digital media content in the future.

As for the second set of demographic variables in relation to having a professional goal to become an entrepreneur in digital media in the future, results reached indicate that there is a low degree correlation between gender and having professional goal. Results reached indicate that there is a very low degree correlation between resident area and having professional goal,



also there is a significant negative correlation between age and having professional goal. Results reached also indicate that there is a significant negative correlation between Educational level and having professional goal. Results reached indicate that there is a significant correlation between Professional status and having professional goal.

As for the third set of demographic variables in relation to the belief of having skills and knowledge needed to publish digital media content, results reached indicate that there is a low degree correlation between gender and the belief of having skills and knowledge needed to publish digital media content. Males have higher belief of having skills and knowledge needed to publish digital media content. Results reached indicate that there is a very low degree correlation between resident area and their belief of having skills and knowledge needed to publish digital media content. Also, results reached indicate that there is a significant negative correlation between age and the belief of having skills and knowledge needed to publish digital media content. Also indicate that there is a significant negative correlation between Educational level and their belief of having skills and knowledge needed to publish digital media content. Results reached indicate that there is a significant correlation between Professional status and the belief of having skills and knowledge needed to publish digital media content. Unemployed participants the belief of having skills and knowledge needed to publish digital media content than unemployed participants.

As for the sixth set of demographic variables in relation to the belief that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs, results reached indicate that there is a low degree correlation between gender and this belief. Results reached indicate that there is a very low degree correlation between resident area and the belief that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs. Also, the results reached indicate that there is a significant negative correlation between age and this belief.



Results reached also indicate that there is a significant negative correlation between Educational level and the belief that the financial income of entrepreneurship in digital media is equivalent to that of traditional jobs. Results reached indicate that there is a significant correlation between Professional status and this belief.

As for the fifth set of demographic variables in relation to the intention to rely on the income of entrepreneurship in digital media as a primary source of income, results reached indicate that there is a low degree correlation between gender and the intention to rely on the income of entrepreneurship in digital media as a primary source of income. Results reached indicate that there is a very low degree correlation between resident area and the intention. Also, the results reached indicate that there is a significant negative correlation between age and the intention to rely on the income of entrepreneurship in digital media as a primary source of income. Results reached also indicate that there is a significant negative correlation between Educational level and the intention to rely on the income of entrepreneurship in digital media as a primary source of income. Results reached indicate that there is a significant correlation between Professional status and the intention.

As for the fifth set of demographic variables in relation to intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income, results reached indicate that there is a low degree correlation between gender and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income. Females have higher intention. Results reached indicate that there is a very low degree correlation between resident area and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income. Also, the results reached indicate that there is a significant negative correlation between age and the intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income. Results reached also indicate that there is a significant negative correlation between Educational level and the intentions to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income.



Results reached indicate that there is a significant correlation between Professional status and intention to rely on the income of entrepreneurship in digital media as an additional source of income to traditional job income.

Results reached concerning Kind of digital media platform on which participants intend to publish their digital media content indicate that Instagram is best preferred then comes Snape Chat then YouTube. And the results reached concerning kind of digital media content participants intend to publish indicate the following rank: lifestyle, Other, Educational content, Art Indicative content, Travel, Food and nutrition, Music, Products review, Video games, Comedy and finally Children.

The study recommends the following:

Those in charge of education should give focus on programs that develop the skills of using digital media. Those who have Bachelor degree get a score of (66. 25%)out of the total score when measuring the belief of having the necessary skills and knowledge to create or share a content through digital media. Those who have master degree get a score of (70.00) out of the total score when measuring the belief of having the necessary skills and knowledge to create or share content through digital media. Those who have PHD degree get a score of (40.00)out of the total score when measuring the belief of having the necessary skills and knowledge to create or share content through digital media. A lot of people are thinking of entrepreneurship and considering joining the startup movement and nothing like this should stop them.

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Appendix (A)

The researcher conducts a study under the following title:

Digital Media (Content Creators & knowledge Sharing) Entrepreneurship in Saudi Arabia

The study aims at:

- Identifying the relation between age and the desire of practicing digital media as an entrepreneurial career.
- Identifying the relation between educational level and the desire of practicing digital media as an entrepreneurial career.
- Identifying the relation between individual's perceptions of digital media profits and their desire of practicing digital media as an entrepreneurial career.
- Exploring differences among contents will be introduced by Saudi Arabians who desire of practicing digital media as an entrepreneurial career in Saudi kingdom.

Please, kindly fill in the following questionnaire according to your perceptions. You can choose from five point scales that are (strongly agree- agree- neutral- disagree- strongly disagree)

Thank you for your participation and quick response.

Gender

- Male.
- Female.

Residential Area:

- Riyadh region.
- Mecca area.
- Medina area.



- Qassim area.
- Eastern Province.
- Asir Region.
- Tabuk area.
- Hail area.
- Northern border area.
- Jazan area.
- Najran area.
- Al Baha area.
- Al Jouf area.

Age

- From 10 to 15 years.
- From 16 to 25 years.
- From 26-35 years.
- From 36-45 years.
- Above 50 years.

Educational level

- Primary School student.
- Intermediate school student.
- High school student.
- University student.
- Diploma.
- Bachelor Degree.
- Master Degree.
- PHD Degree.



Professional status:

- Employee.
- Unemployed.

	Questions	Please Tick Mark (√) on Respective Box				
		Strongly agree (5)	Agree (4)	Undecided (3)	Disagree (2)	Strongly disagree (1)
1.	I am determined to create or post content on digital media in the future.					
2.	My professional goal is to become an entrepreneur in digital media in the future.					
3.	I have the skills and knowledge needed to publish my digital media content.					
4.	Do you think that the financial income of entrepreneurship in digital media is equivalent to the one of traditional jobs?					
5.	Do you intend to rely on the income of entrepreneurship in digital media as a primary source of income?					
6.	Do you intend to rely on the income of entrepreneurship in digital media as an additional source of income to your traditional job income?					



7.	Which digital media platform on which you intend to publish your digital media content?					
8.	If you intend to be a digital media entrepreneur, what kind of content will you publish?					

What type of digital media platform do you intend to publish digital media content through?

- YouTube
- Instagram
- Snape Chat
- Other

If you intend to be a digital media entrepreneur, what kind of content will you offer?

- lifestyle
- Travel
- Comedy
- Children
- Indicative content
- Video games
- Products review
- Educational content
- Music
- Food and nutrition
- Art

Other