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The Role of Social Media in Building Awareness of Sustainability Issues in the Light of the Requirements of Vision 2030: A Case Study of UAE



Abstract: - This study examines the role of social media in promoting awareness of sustainability issues and analyzes how this is achieved in the context of Vision 2030 in the United Arab Emirates. The study provides a practical insight into how the public engages with sustainability-related content on social media. It also focuses on assessing the effectiveness of these platforms in achieving the goals of Vision 2030. The research also addresses potential challenges and opportunities in this context, contributing to a better understanding of how social media can be utilized to impact public awareness of sustainability issues in the UAE.

Keywords: Social media, awareness, sustainability issues, Vision 2030, United Arab Emirates.

1.1 Study Problem:

In the current era, where sustainable development has become an integral part of national policies, especially in Arab countries striving to induce changes in the attitudes of their populations and societal structures, the most significant challenge lies in comprehending the impact of social media platforms on raising awareness about sustainability issues. The research aims to understand how social media platforms can play a vital role in this context, particularly in the context of Vision 2030 and the United Arab Emirates' commitments towards sustainable development.

1.2 Significance of the study

The significance of this study lies in considering individuals as the target of development. Therefore, each individual must play a role in advancing society, which necessitates continuous awareness, education, and training. Additionally, the ideas and principles of sustainable development dominate the vision of the United Arab Emirates, representing the national development plan. This adds to the level of challenge imposed by the Sustainable Development Goals by the year 2030. Hence, the importance of utilizing various social media platforms and the country's need for means that align with its development plans to create awareness among individuals for active participation in the developmental process. It

serves as a means of disseminating knowledge about the state's objectives and developmental plans.

1.3 Study Questions:

This study endeavors to address multiple queries pertaining to the role of social media in fostering awareness of sustainability issues in alignment with the Vision 2030 requirements. It involves an applied investigation targeting the general public in the United Arab Emirates.

- 1- How does social media contribute to raising awareness about sustainability issues in the UAE, aligning with the goals of Vision 2030?
- 2- What are the key sustainability themes and subjects that gain prominence on social media platforms in the context of the UAE?
- 3- To what degree do individuals in the UAE actively engage in conversations or initiatives related to sustainability on social media?
- 4- Are there specific demographic factors linked to increased involvement with sustainability content on social media among individuals in the UAE?

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- 5- What obstacles and opportunities are present in utilizing social media as an effective communication tool for sustainability matters in the context of Vision 2030 in the UAE?

1.4 Study Objective:

1. Investigate the role of social media in enhancing awareness of sustainability issues in the UAE, specifically in alignment with the objectives of Vision 2030.
2. Identify and analyze the primary sustainability themes and topics that gain significant attention on social media platforms within the UAE context.
3. Measure the level of active participation by individuals in the UAE in discussions or initiatives related to sustainability on social media.
4. Explore demographic factors that may be correlated with an increased level of engagement with sustainability content on social media among individuals in the UAE.
5. Examine the challenges and opportunities associated with utilizing social media as an effective communication tool for addressing sustainability matters, considering the framework of Vision 2030 in the UAE.

2.1 Research Methodology:

Methodological Approach: The research adopted a mixed-methods strategy, combining both quantitative and qualitative methodologies. It relied on a survey as the primary data collection tool, following the precedent set by previous studies. Prior research has demonstrated the effectiveness of surveys in gathering quantitative data related to social media usage patterns and awareness of sustainability issues.

2.2 Data Collection Tools:

The primary tool for data collection in this study is the questionnaire, with a small sample of participants necessary to understand the implications of the statistical data and provide interpretations. Additionally, a validity test was conducted for the questionnaire, and it was reviewed and evaluated by specialized group. Their cumulative practical and scientific experiences in research were utilized to enhance the questionnaire. The questionnaire obtained formal and substantive approval from the reviewers, particularly regarding the overall formulation of media and educational components.

2.3 Population

The study community comprises 220 participants representing diverse ages and genders from various Emirates. A random sample of individuals was selected using the Rousseau equation. Questionnaires were distributed through the Google Forms platform. After a 30-day period of dissemination and follow-ups, 203 completed questionnaires were gathered, constituting the dataset for the analytical phase of the study.

2.4 Study limitations

Study limitations: The research is not without its constraints. Firstly, time limitations affected the extent of data collection and analysis, potentially influencing the comprehensiveness of the study. Moreover, the use of self-reported data introduces a potential for response bias, impacting the generalizability of the findings. The study's geographic focus may limit its applicability to broader populations or diverse cultural settings. Additionally, the cross-sectional design hinders the establishment of causal relationships, and the study may not account for external factors that could impact the observed outcomes.

2.5 Data Analysis

In the data analysis phase of this study, statistical techniques were employed through the use of SPSS software. Key statistical measures such as frequency distributions and means were calculated to gain insights into the dataset. Additionally, Cronbach's Alpha, a reliability measure, was computed to assess the internal consistency of the research instrument, ensuring that the survey questions effectively measured the same underlying construct. This analysis aimed to enhance the robustness and reliability of the study's findings by evaluating the coherence and reliability of the collected data.

3.Literature Review:

. The literature review delved into existing research on the intersection of social media and sustainability awareness. It explored key theories, case studies, and findings related to the impact of social media on public awareness of environmental and social sustainability issues. This review provided a foundation for the current study and identified gaps in the literature that the research aimed to address.

3.1 Previous studies:

The literature review synthesizes key findings from these studies, shedding light on the evolution and impact of sustainability reporting frameworks.

Abeysekera, I. (2022): A Framework for Sustainability Reporting

Abeysekera's framework, as discussed in the literature, introduces innovative perspectives into the realm of sustainability reporting. The study likely incorporates a thorough analysis of existing frameworks, identifying their strengths and weaknesses. It may have drawn on a diverse range of sources, including case studies, empirical research, and theoretical foundations, to inform the proposed framework.

The literature review encompasses an exploration of the main components of Abeysekera's framework, addressing how it addresses gaps in prior approaches to sustainability reporting. Key aspects such as transparency, accountability, and stakeholder engagement may be highlighted as integral elements of the proposed framework.

Mediating Social Change in the Social Media Age (2023): Kim's dissertation explores the 'digital face of development' within social media spaces of NGOs. The study finds that development mediation remains depoliticized, privileging Northern voices, despite the potential of social media for re-politicization. NGOs use social media unidirectionally

On the Path towards Sustainable Construction in the UAE (2023): Saradara, Khalfan, Rauf, and Qureshi review UAE's policies on sustainable construction, focusing on clean energy, CDW management, and green building. The study evaluates UAE's performance in comparison to other GCC countries, highlighting the nation's commitment to sustainability in line with the Paris Agreement.

Sustainability and Renewable Energy in Sharjah: A Case Study (2023): Alnaqbi and Alami study the adoption of renewable energy technologies in Sharjah. Solar energy installations are growing, driven by technology advancements and supportive policies. While wind energy remains limited, the study suggests a promising outlook for RE in Sharjah with government support and international collaboration.

A Principle-Based Sustainability Reporting Framework (2022): Abeysekera presents a sustainability reporting framework based on UN SDGs and principles like Gaia Theory and Distributive Justice. Unlike performance-focused frameworks, this proposes principle-based reporting where firms demonstrate contributions to sustainable development using the 17 UN SDGs., maintaining a dysfunctional relationship between the global South and North.

Big Data Guided Design Science Information System (DSIS) for Sustainability Management and Accounting (2017): Nimmagadda, Reiners, and Burke propose a holistic information system for managing human-environment-economic ecosystems (HEES) within a sustainability context. The Design Science Research (DSR) approach, using unstructured Big Data, contributes to solving ecosystem challenges. The study introduces the DSIS, emphasizing connectivity and interaction analysis within a sustainability policy framework.

3. Scientific concepts related to the study:

3.1 The Conceptual Framework.

3.2 .1 Stakeholder Theory: Overview: Stakeholder Theory focuses on recognizing and managing the interests and relationships of various entities (stakeholders) affected by an organization's actions. These entities include employees, customers, communities, and more. Application: In the study on public awareness of sustainability issues, Stakeholder Theory becomes relevant in identifying and understanding the diverse groups impacted by social media initiatives. Examining how social media engages stakeholders and addresses their concerns can

contribute to sustainable awareness-building practices. Neo -Institutional Theory and in the research into Institutional Entrepreneurs

3.2.2 Legitimacy Theory:

Legitimacy Theory is a sociological concept that posits organizations seek to maintain a favorable and acceptable image in the eyes of society to ensure their continued existence. Organizations strive to conform to societal norms, values, and expectations to be perceived as legitimate and justified.

In the context of the study on public awareness of sustainability issues, Legitimacy Theory is pertinent for understanding how organizations, through social media, project themselves as legitimate contributors to sustainable development. The theory provides insights into the strategies organizations employ to align their activities with societal expectations and to be recognized as responsible and ethical entities. Analyzing the communication on social media in light of Legitimacy Theory allows for an examination of the efforts made by organizations to legitimize their sustainability initiatives and foster positive perceptions among the public. The study contributes to elucidating how social media serves as a tool for organizations to maintain legitimacy regarding their sustainability practices.

3.3 Social Media Usage in the UAE:

In the United Arab Emirates (UAE), social media has seamlessly integrated into daily life, buoyed by extensive internet access and widespread smartphone usage. Platforms such as Instagram, Twitter, Facebook, and Snapchat enjoy widespread popularity among both citizens and residents of the UAE, serving as indispensable tools for communication, networking, and entertainment. With one of the highest social media penetration rates worldwide, these platforms often serve as vital channels for news dissemination, marketing endeavors, and cultural expression within the country. Importance of Sustainability Awareness in Vision 2030: The UAE's Vision 2030 emphasizes sustainable development as a core pillar for the nation's future. Sustainability awareness is crucial for achieving long-term environmental, economic, and social goals outlined in Vision 2030. By promoting sustainable practices, the UAE aims to reduce its ecological footprint, enhance resource efficiency, and foster a more resilient and inclusive society.

Social media plays a crucial role in enhancing sustainability awareness among both citizens and residents of the UAE. These platforms offer a vibrant space for disseminating information, interacting with various audiences, and rallying communities around environmental causes. Influencers, organizations, and government agencies harness social media to educate the public on sustainable lifestyle choices, eco-friendly initiatives, and campaigns for climate action.

3.4 Impact of Social Media on Public Perception of Sustainability Issues:

Social media has a significant impact on shaping public perception of sustainability issues in the UAE. It facilitates dialogue, information sharing, and community engagement, enabling individuals to stay informed about environmental concerns and take action. By amplifying voices, sharing personal experiences, and showcasing positive outcomes, social media contributes to shifting attitudes and behaviors towards sustainability.

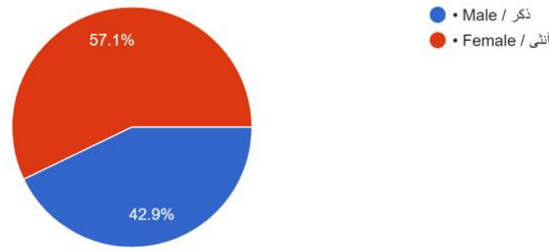
4.1

Survey results discussion:

1- Demographic Information:

Based on the results in Figure 1, an analysis of the data reveals the following breakdown:

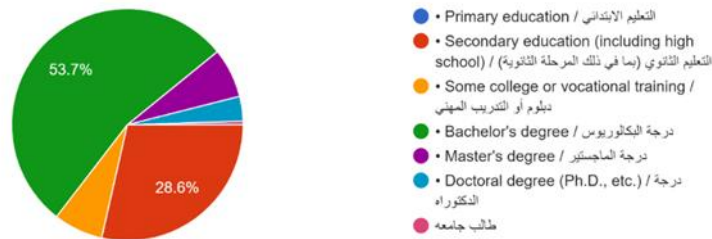
Demographic Information: الجنس
203 responses



- Male respondents account for 42.9% of the total.
- Female respondents represent the majority at 57.1%.

2- **Education Level**
Figure (2)

203 responses

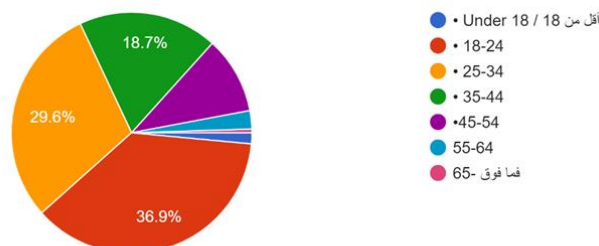


Based on the results in Figure 2, the analysis of the survey data regarding education levels reveals a diverse distribution among participants. It appears that the most common educational attainment among participants is obtaining a bachelor's degree, with a response rate of 53.7%. Meanwhile, the percentage of participants who completed primary and secondary education was equal at 28.6%. Regarding higher academic levels, the percentage of those with a master's degree is 6.9%, while those with a doctoral degree comprise 3.4%

Demographic Information: Age Question 3

Figure (3)

Demographic Information: Age / العمر:
203 responses

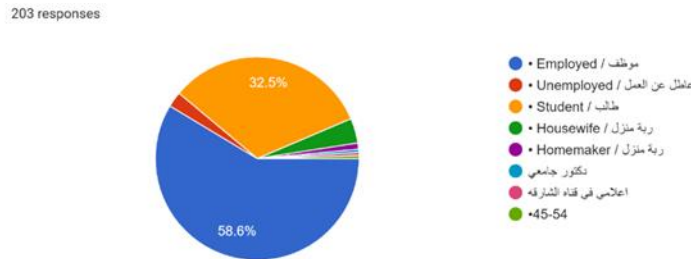


The results from question 3 indicate a diverse distribution of participants across age groups. Youth, defined as individuals aged 18-24 and 25-34, constitute a significant portion of the sample at 36.9% and 29.6% respectively. However, participation decreases with age, with proportions decreasing to 18.7% in the 35-44 age group, 10.3%

in the 45-54 age group, and further declining to 2.5% in the 55-64 age group, and finally to 0.5% in the 65 and above age group. It can be inferred that youth comprise the majority of the sample, highlighting the importance of understanding their needs and perspectives in achieving the sustainable development goals associated with the 2030 vision. Additionally, it underscores the necessity of developing policies and programs that align with their needs and viewpoints.

Question 4. Occupation

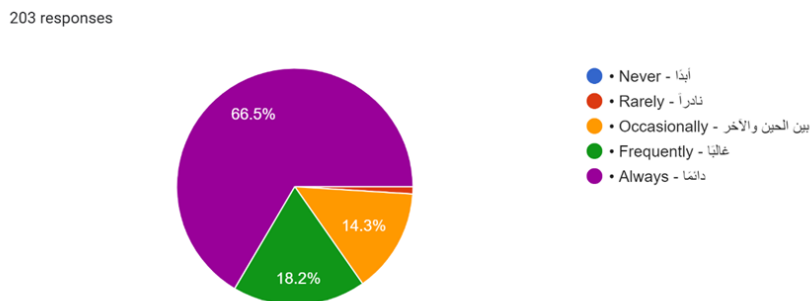
Figure (4)



The results in question 4 demonstrate a diverse distribution among different age groups and employment statuses. The graphical representation shows that more than half of the sample (58.6%) are employed, indicating the significance of employment among the participants. Conversely, students represent 32.6% of the sample, indicating a significant proportion of young individuals still in the educational phase. The unemployment rate is relatively low at 2.5%, while housewives constitute 3.9% of the sample. It's noteworthy that the percentage of individuals holding university doctorate degrees is very small, at only 0.5%. This indicates a clear diversity in the employment status of the survey participants.

Question5 . How frequently do you use social media platforms?

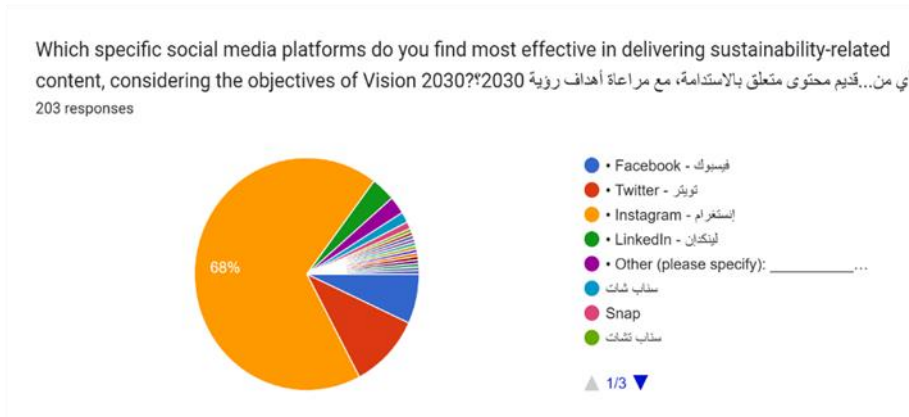
Figure (5)



The results in question 5 indicate that participants use social media platforms regularly, with 66.5% of them confirming that they always use them. Conversely, 18.2% stated that they often use them, while 16.6% use them sometimes. It's noteworthy that a very small percentage (1%) rarely use them. This demonstrates a significant reliance on social media as a primary means of communication and interaction with others.

Question 6: . Which specific social media platforms do you find most effective in delivering sustainability-related content, considering the objectives of Vision 2030?

Figure (6)

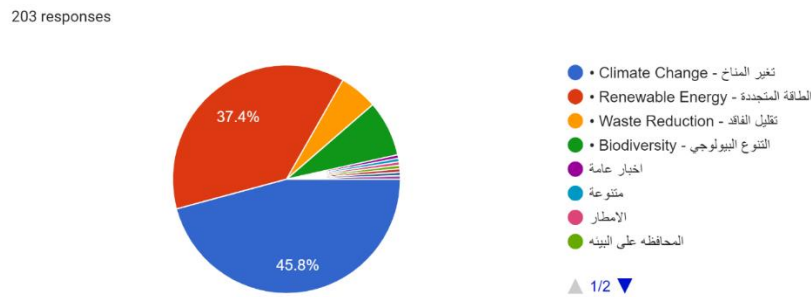


Based on the responses to Question 6, it's evident that Instagram is the most preferred platform for delivering sustainability-related content, as indicated by 68% of respondents. Twitter follows with 10.3%, while Facebook and LinkedIn have 6.9% and 3.4% respectively. Snapchat and TikTok received lower percentages, with 1.5% and 0.5% respectively, and YouTube received the lowest percentage at 0.05%.

Therefore, Instagram emerges as the clear leader in delivering sustainability-related content, followed by Twitter, Facebook, LinkedIn, Snapchat, TikTok, and YouTube, in decreasing order of preference among respondents.

Question 7: What sustainability topics or themes are you most interested in on social media considering the objectives of Vision 2030?

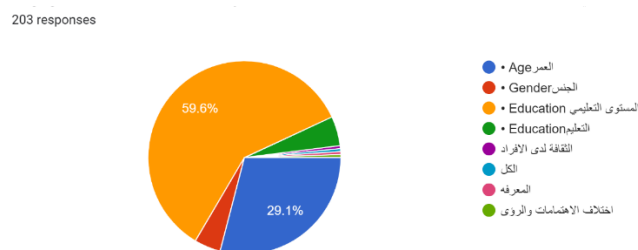
Figure 7.



The results in Question seven above indicate a significant interest in sustainability topics on social media, as reflected by the proportions of interest in various topics according to the objectives of Vision 2030. The numbers show that the most prominent concern is "Climate Change" at 45.8%, indicating participants' awareness of the importance of climate-related challenges and their need for knowledge and awareness about them. Following that, "Renewable Energy" comes at 37.4%, reflecting their interest in developing alternative and sustainable energy sources. While interest in other topics was lower, it still indicates awareness of their importance as well, such as "Reducing Waste" and "Biodiversity".

Question 8: Which demographic factors (age, gender, education, etc.) do you think influence individuals' engagement with sustainability content on social media, especially in the context of Vision 2030?

Figure 8.

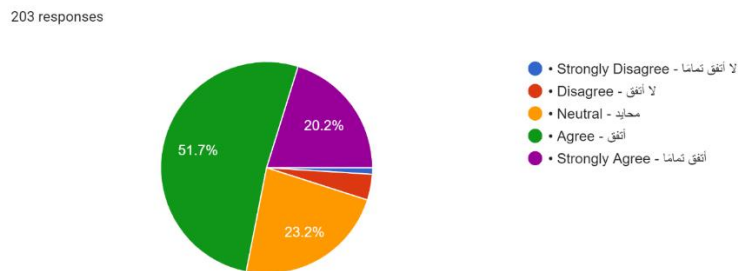


In Question 8, respondents were asked about the demographic factors they believe influence individuals' engagement with sustainability content on social media, especially in the context of Vision 2030. The results suggest that respondents perceive education as the most influential demographic factor affecting engagement with sustainability content on social media, particularly in the context of Vision 2030. Age also plays a significant role, according to 29.1% of respondents, while gender is perceived as less influential, with only 4.4% of respondents indicating it as a factor.

Therefore, respondents consider education level to be the primary demographic factor influencing engagement with sustainability content on social media, followed by age and gender.

Question 9: To what extent do you believe social media contributes to your awareness of sustainability issues in alignment with the goals of Vision 2030?

Figure 9.



In Question Nine, respondents shared their views on the extent to which they believe social media contributes to their awareness of sustainability issues in alignment with the goals of Vision 2030. The results show that the majority of respondents, comprising 72% in total, either agree or strongly agree that social media plays a role in raising awareness of sustainability issues in alignment with Vision 2030.

Specifically, 51.7% of respondents agreed, while 20.2% strongly agreed with the statement, indicating a significant proportion of respondents who perceive social media as playing a substantial role in increasing awareness of sustainability issues.

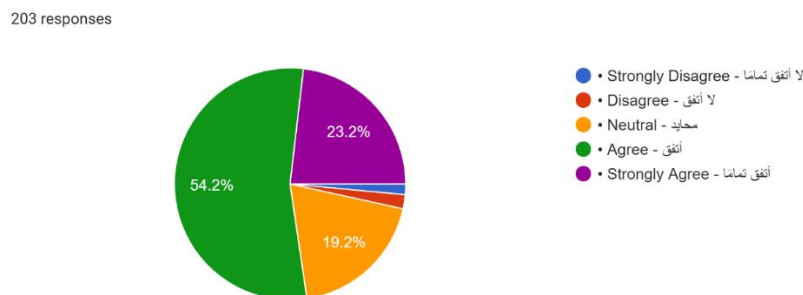
Additionally, 23.3% of respondents chose the neutral option, indicating a segment of the population that may not have a strong opinion on the matter or may require more information to form a definitive stance.

Conversely, only a small percentage of respondents, 4.9% in total, disagreed with the statement, with 3.9% disagreeing and 1% strongly disagreeing, indicating a minority viewpoint.

Overall, these findings underscore the perceived importance of social media in contributing to awareness of sustainability issues in alignment with the goals of Vision 2030, with a majority of respondents expressing agreement or strong agreement with this notion.

Question 10 : Do you believe that social media fosters a sense of community or shared purpose around sustainability in UAE society, in alignment with the aspirations of Vision 2030?

Figure 10.



The analysis of the results for Question 10 reveals varying perspectives on the role of social media in fostering a sense of community and shared purpose around sustainability in UAE society, aligned with the aspirations of Vision 2030.

A significant proportion of respondents, comprising 77.4% (23.2% strongly agree and 54.2% agree), acknowledge the positive impact of social media in promoting community spirit and a common goal towards sustainability. This suggests a prevailing belief in the potential of social platforms to facilitate societal cohesion and collective action towards sustainable development.

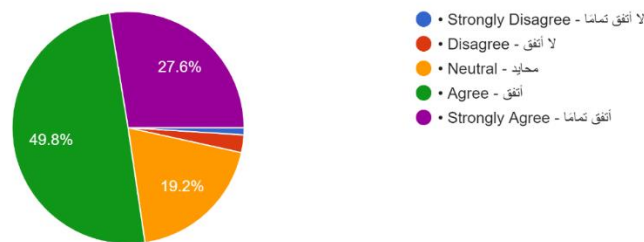
Conversely, a small minority of respondents, totaling 3.6% (1.5% strongly disagree and 2.1% disagree), express skepticism or outright disagreement regarding the efficacy of social media in this regard. However, it's noteworthy that the majority of respondents remain neutral (19.2%), indicating a degree of uncertainty or ambivalence towards the perceived role of social media in fostering community engagement and sustainability initiatives.

Overall, while there is substantial support for the notion that social media contributes to building a sense of community and shared purpose around sustainability, there are also divergent opinions and a

Q11: Do you feel that social media platforms effectively amplify awareness of local sustainability issues in the UAE, aligning with the objectives of Vision 2030?

Figure 11.

203 responses

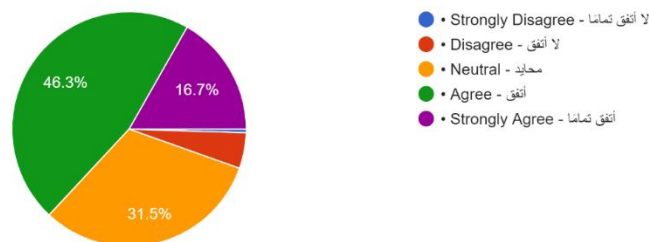


The responses to Question 11 reveal a predominantly positive outlook on the role of social media platforms in amplifying awareness of local sustainability issues in the UAE. With nearly half of the respondents expressing agreement and over a quarter strongly agreeing, there is a clear indication of trust in social media's effectiveness in aligning with the objectives of Vision 2030. While a significant portion remained neutral, indicating a degree of uncertainty, only a small minority disagreed with the statement. Overall, the data suggests a prevailing belief in social media's potential to foster sustainability awareness and engagement in the UAE, albeit with some reservations among a portion of the respondents.

Question 12: Are you more likely to trust information about sustainability when it comes from social media compared to other sources?

Figure 12.

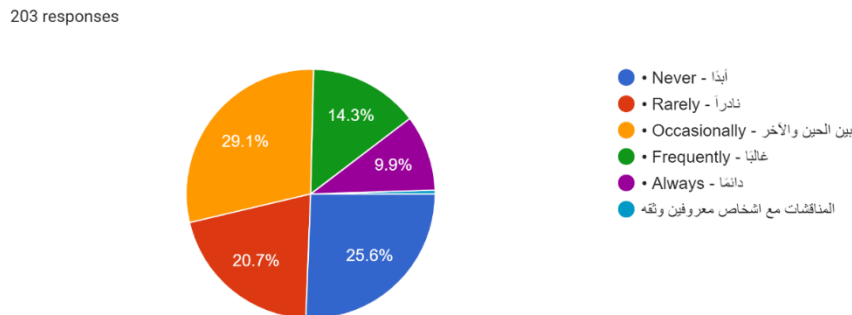
203 responses



The responses to Question 12 illustrate a significant level of trust in sustainability information shared on social media platforms compared to other sources. A combined 63% of respondents either agree or strongly agree with this statement, indicating a prevailing confidence in the credibility of sustainability-related content disseminated through social media channels. While a minority expressed disagreement or neutrality, the majority's inclination toward trust suggests that social media plays a considerable role in shaping perceptions and understanding of sustainability topics among the surveyed population.

Question 13: Have you ever participated in discussions or initiatives related to sustainability on social media, with a focus on Vision 2030 objectives?

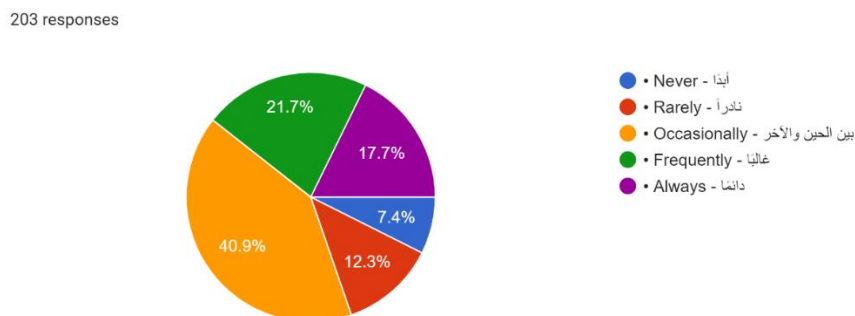
Figure 13.



The responses to Question 13 reveal varying degrees of engagement in discussions or initiatives related to sustainability on social media platforms, with a particular focus on Vision 2030 objectives. A significant portion of respondents (55.3%) indicated that they sometimes, often, or always participate in such discussions, suggesting a notable level of interest and involvement in sustainability-related topics within the context of Vision 2030. However, a substantial percentage (45.3%) indicated infrequent or rare participation, highlighting potential opportunities to enhance engagement and awareness regarding sustainability initiatives on social media platforms.

Question 14: Have you ever changed your behavior or lifestyle as a result of information you encountered on social media regarding sustainability, particularly information supporting Vision 2030 goals ?

Figure 14.

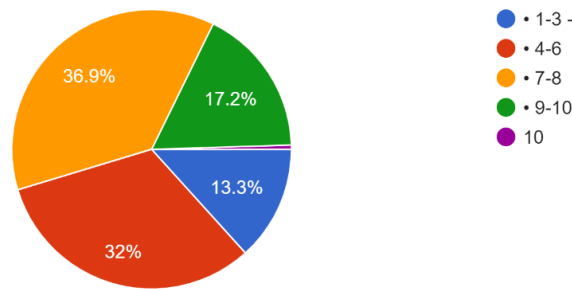


The responses to Question 14 underscore the influence of social media on individuals' behavior and lifestyle choices regarding sustainability, particularly in alignment with Vision 2030 goals. A substantial proportion of respondents (79.6%) indicated that they sometimes, often, or always changed their behavior or lifestyle as a result of sustainability-related information encountered on social media. This suggests that social media platforms play a significant role in raising awareness and motivating individuals to adopt more sustainable practices in their daily lives, contributing to the broader objectives of Vision 2030.

Question 15: On a scale from 1 to 10, how would you rate your level of engagement with sustainability content on social media, considering its alignment with Vision 2030 goals?

Figure 15.

203 responses

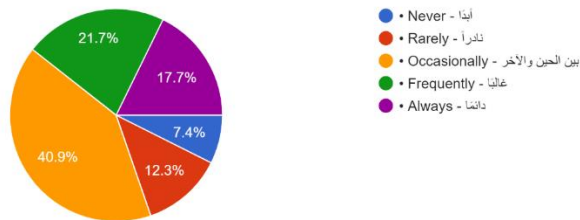


Question 15 gauges respondents' levels of engagement with sustainability content on social media in relation to Vision 2030 objectives. The results illustrate a diverse range of engagement levels: 13.3% indicated low engagement (rated 1-3), 32% reported moderate engagement (rated 4-6), 36.9% expressed high engagement (rated 7-8), and 17.2% demonstrated very high engagement (rated 9-10). These findings suggest a significant interest and involvement in sustainability issues on social media platforms, reflecting a growing awareness and alignment with the sustainability goals outlined in Vision 2030.

Question 16: Have you ever changed your behavior or lifestyle as a result of information you encountered on social media regarding sustainability, particularly information supporting Vision 2030 goals?

Figure 16.

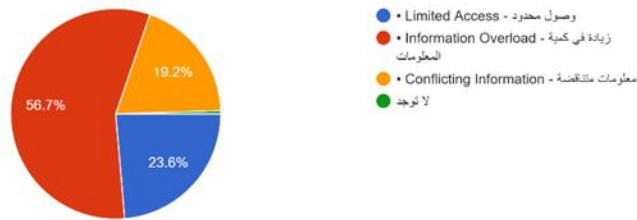
203 responses



The survey findings from question 16 reveal diverse responses regarding the impact of sustainability information encountered on social media, particularly concerning Vision 2030 goals. About 7.4% of respondents stated that they never altered their behavior or lifestyle due to such information, while 12.3% reported rare changes. The majority, constituting 40.9%, indicated making occasional adjustments, indicating a noticeable influence. Additionally, 21.7% noted frequent changes, implying a substantial impact on their actions. Lastly, 17.7% claimed to consistently modify their behavior or lifestyle, underscoring a robust and persistent influence of sustainability-related content on social media.

:Question 17: What challenges, if any, do you encounter in accessing and understanding sustainability information on social media, particularly information related to Vision 2030 goals? Figure 17.

203 responses

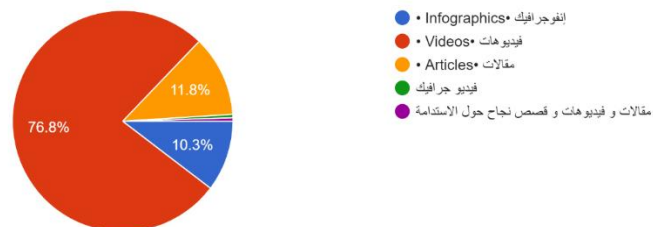


In question 17, respondents highlighted several challenges in accessing and understanding sustainability information on social media, especially concerning Vision 2030 goals. A significant portion, accounting for 23.6%, cited limited access as a barrier. The majority, comprising 56.7%, expressed concerns about information overload, indicating the overwhelming volume of content available. Additionally, 19.2% mentioned encountering conflicting information, which can create confusion and hinder comprehension. It's worth noting that a small percentage, 0.5%, also reiterated the challenge of dealing with conflicting information, underscoring its impact on users' ability to grasp sustainable practices effectively.

Question 19: What type of sustainability-related content do you find most engaging on social media? (e.g., infographics, videos, articles), particularly content that aligns with the Vision 2030 goals?

Figure 19.

203 responses



In Question 19, the results underscore a strong preference among respondents for video content when engaging with sustainability-related content on social media.

A significant majority, comprising 76.8% of respondents, indicated that they find videos to be the most engaging form of sustainability-related content. This suggests that video content is perceived as an effective and compelling medium for communicating sustainability messages and initiatives aligned with Vision 2030 goals.

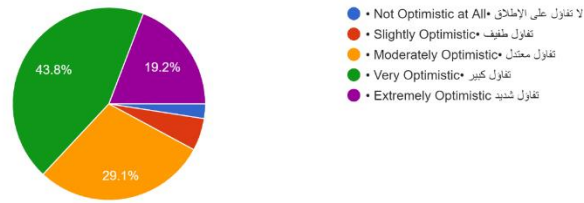
In contrast, a smaller percentage of respondents, 10.3%, expressed a preference for infographics, while a similar percentage, 11.8%, favored articles. Notably, there was a negligible percentage (0.5%) of respondents who mentioned video-graphics as their preferred type of sustainability-related content.

Overall, these findings highlight a clear preference for video content on social media when engaging with sustainability-related topics. This emphasizes the importance of visual and dynamic storytelling in conveying messages related to Vision 2030 goals and underscores the need for organizations and businesses to utilize video content effectively in their sustainability communication strategies.

Question 20: How optimistic are you about the potential of social media to drive positive change in sustainability practices within UAE society, aligning with the aspirations of Vision 2030?

Figure 20.

203 responses



The results from Question 9 shed light on the level of trust individuals place in sustainability information disseminated through social media platforms, particularly concerning its alignment with the objectives of Vision 2030. Notably, a significant portion of respondents, comprising 46.3%, expressed agreement with the idea that they are more inclined to trust sustainability-related content from social media. This suggests a considerable degree of confidence in the reliability and accuracy of information shared through these digital channels regarding sustainability topics and their relevance to Vision 2030 goals. Moreover, an additional 16.7% of respondents strongly affirmed their trust in sustainability information from social media, further emphasizing the perceived credibility of such content. However, it is noteworthy that a notable percentage, albeit smaller, held neutral views on the matter (31.5%), indicating a degree of uncertainty or ambivalence towards the trustworthiness of sustainability information on social media platforms. Nevertheless, these findings collectively underscore the growing significance of social media as a source of trusted information on sustainability matters, reflecting its potential impact in shaping attitudes and behaviors towards achieving the goals outlined in Vision 2030.

5 . Results. Results and Recommendations:

5 .1 Results Discussions

The survey results provide valuable insights into the perceptions and behaviors of respondents regarding sustainability content on social media, particularly in alignment with the objectives of Vision 2030. Here's a comprehensive discussion of the key findings:

5 .1 .2 Demographic Information:

- Gender:** The data indicates a slightly higher representation of female respondents (57.1%) compared to male respondents (42.9%). This gender distribution is crucial for understanding the diverse perspectives and engagement levels across genders regarding sustainability issues on social media.
- Education Level:** The majority of participants hold a bachelor's degree (53.7%), followed by equal proportions of respondents with primary and secondary education (28.6%). Higher academic levels, such as master's and doctoral degrees, are less common but still represented among the participants. This diverse educational background suggests a wide range of perspectives and knowledge levels regarding sustainability matters.
- Age:** The survey captures a diverse age distribution among participants, with a significant proportion of youth aged 18-34 comprising the majority of the sample. This demographic trend highlights the importance of understanding the needs and viewpoints of younger generations in shaping sustainability initiatives aligned with Vision 2030.
- Occupation:** The data reveals a diverse distribution among different age groups and employment statuses. While more than half of the respondents are employed, a significant proportion are students, indicating a blend of working professionals and individuals still in the educational phase. This diversity in employment status underscores the varied perspectives and experiences of respondents regarding sustainability issues.

5 .1 .3 Social Media Usage: The survey findings indicate that the majority of respondents use social media platforms regularly, with a significant portion confirming their frequent usage. This high level of social media engagement suggests that these platforms serve as primary sources of information and communication for individuals, including regarding sustainability-related content.

5 .1 .4 Preferences for Sustainability Content: Instagram emerges as the preferred platform for delivering sustainability-related content, followed by Twitter, Facebook, and LinkedIn. This preference underscores the importance of visual and dynamic content formats, such as videos, in engaging audiences on social media platforms. Additionally, respondents express significant interest in sustainability topics like climate change, renewable energy, and waste reduction, reflecting their awareness of pressing environmental challenges.

5 .1 .5 Trust in Social Media Content: A considerable majority of respondents express trust in sustainability information shared on social media platforms compared to other sources. This trust indicates the perceived credibility and reliability of content disseminated through these digital channels, particularly concerning sustainability topics aligned with Vision 2030 goals.

5 .1 .6 Impact and Engagement: The survey findings suggest that social media plays a significant role in influencing individuals' behavior and lifestyle choices regarding sustainability. A notable proportion of respondents report changing their behavior or lifestyle as a result of sustainability-related information encountered on social media platforms. Additionally, respondents demonstrate varying levels of engagement with sustainability content on social media, with a considerable interest in videos as the most engaging format.

5 .1 .7 Challenges and Opportunities: While social media platforms contribute to raising awareness of sustainability issues, respondents also encounter challenges in accessing and understanding such information. Issues like limited access, information overload, and conflicting information pose barriers to effective engagement with sustainability content on social media. Addressing these challenges presents opportunities for improving the dissemination and comprehension of sustainability-related information, thereby enhancing societal awareness and action towards achieving Vision 2030 goals.

In conclusion, the survey findings highlight the pivotal role of social media in shaping perceptions, behaviors, and engagement levels regarding sustainability issues in the UAE, particularly in alignment with Vision 2030 objectives. By understanding the demographic characteristics, preferences, and challenges of respondents, stakeholders can develop targeted strategies to leverage social media platforms effectively for advancing sustainability initiatives and fostering collective action towards a more sustainable future.

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