

البحث الثامن

Research Title	Technological determinism and virtual culture between .McLuhan and Castells perspectives: social media as a model
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Abstract	The study aimed to reveal the effect of technological : determinism on constitutes virtual culture, in the context of Manuel " and "Marshall McLuhan" the perspectives of through a field study in Fayoum Governorate. "Castles Therefore, the study was based on a major question: What has the effect of technological determinism in forming the virtual culture that has become the hallmark of the Internet McLuhan " and social media sites in context of the thesis of In order for the researcher to achieve the goals ؟"and Castles the researcher relied on the descriptive ،of the study approach and the statistical approach, and the researcher used (a questionnaire form) as tools to collect data from a random sample of 100 cases, and the study ended with several results, the most important of which are: that there is a negative and positive impact of technological determinism represented In the image of social media sites regarding the virtual culture resulting from the actors in the networked .community
Keywords	Technological determinism , virtual culture , McLuhan ,Castells ,social media
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