

Use of social media in the United Arab Emirates: An initial study

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This article examines the following questions: which kinds of social media are used by people in the United Arab Emirates (UAE)? What do residents consider to be the main benefits of social media in UAE society? What do they consider to be the main problems and challenges associated with social media in the Arab Gulf? The research used a multi-method approach combining qualitative quantitative methods.

The study employed 556 surveys distributed among social media users across the UAE. The study also made use of focus group data. The research concluded that the most popular types of social media in UAE are Facebook, video sharing sites such as YouTube, and micro-blogging sites like Twitter. In the UAE, social media has earned a place in the society. It serves as a vital source of news and information. It also serves as a prospective mobilizing platform for certain factions.

Keywords: social media, media dependency theory, United Arab Emirates, Facebook, Twitter, YouTube