

# SDG 6



**Indicator**

**6.5.1**

## Water Management Educational Opportunities

Misr international University (MIU) has an active role in promoting water sustainability awareness within the local Egyptian community. Through both undergraduate fieldwork and advanced graduate research within the Faculty of Al-Asun and Mass Communication, the university has successfully bridged the gap between academic study and community engagement. The data presented below demonstrates how the university facilitates understanding of water consumption behaviors and evaluates the effectiveness of public awareness strategies.

Undergraduate  
Engagement:  
Community  
Interaction &  
Surveying

The university utilizes its undergraduate curriculum to foster direct interaction between students and the local community, turning the research process itself into an educational opportunity for the public.

**Activity:** Public Opinion Survey on Water Consumption

**Department:** Faculty of Al-Asun and Mass Communication

**Course:** Introduction to Research Methods

**Details:** A cohort of media students was tasked with designing and distributing a public opinion survey targeted at the general Egyptian population.

	<ul style="list-style-type: none"> <li>• <b>Scope:</b> The survey investigated "Egyptians' attitudes toward water consumption."</li> <li>• <b>Community Impact:</b> By distributing this survey, students engaged community members in critical thinking regarding their daily water habits. This acts as a "passive education" tool—prompting respondents to reflect on their usage merely by answering the questions.</li> <li>• <b>Outcome:</b> The initiative provided the university with real-world data on local consumption trends while simultaneously signaling to the community that water management is a priority issue.</li> </ul> <p><a href="https://www.miuegypt.edu.eg/mass-communication-students-visit-verynile-to-raise-environmental-awareness/">https://www.miuegypt.edu.eg/mass-communication-students-visit-verynile-to-raise-environmental-awareness/</a></p> <p><a href="https://www.miuegypt.edu.eg/als-mcm-visits-fatma-al-zahraa-orphanage/">https://www.miuegypt.edu.eg/als-mcm-visits-fatma-al-zahraa-orphanage/</a></p>
<p>Graduate Research: Enhancing Public Awareness Strategies</p>	<p>At the postgraduate level, the university produces high-level research aimed at optimizing how water management education is delivered to the public. This ensures that future educational campaigns are evidence-based and effective.</p> <p><b>Activity:</b> Master's Thesis Defense</p> <p><b>Specialization:</b> Comparative Media Studies</p> <p><b>Date:</b> June 6, 2024</p> <p><b>Thesis Title:</b> <i>"The impact of Media Awareness Messages on Egyptians' Attitudes Toward Rationalizing Water Consumption: A Comparative Study between Television and Social Media Platforms."</i></p> <p><b>Key Contributions to Community Education:</b> This research specifically targets the methodology of education. By analyzing the impact of awareness messages, the university provides a framework for:</p> <ol style="list-style-type: none"> <li>1. <b>Identifying Channels:</b> Determining whether TV or social media is more effective for educating specific demographics about water conservation.</li> </ol>

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2. **Message Tailoring:** Understanding which types of messages successfully persuade the community to rationalize water use.
3. **Policy Support:** Providing data-backed recommendations for national or local campaigns aiming to teach effective water management practices.

<https://www.miuegypt.edu.eg/ranim-fathi-anwar-azzam-masters/>