SDG 6



Indicator 6.5.7

Promoting Conscious Water Usage In the Wider Community

Misr international University (MIU) operates as an active agent of social change regarding water security. Moving beyond passive instruction, the University utilizes its academic apparatus—specifically the Department of Mass Communication—to engage directly with the wider community.

The integration of these academic outputs can support the government in the following ways:

Research Output	**Government Application**
Comparative Study (TV vs. Social Media)	Helps the Ministry of Water Resources and Irrigation decide where to place ads for maximum impact.
Public Attitude Surveys	Provides demographic data on which segments of the population are least likely to conserve water, allowing for targeted policy interventions.
Awareness Analysis	Validates the effectiveness of current "Water Rationalization" (Trsheed) initiatives.

Fieldwork and Data Collection: Monitoring Public Sentiment	*Context: Integrating community surveying into curriculum.* As part of the practical requirements for the **"Introduction to Research Methods"** course, undergraduate students from the Media Department engaged directly with the local community. • **The Activity:** Students distributed public opinion surveys to a diverse sample of Egyptian citizens. • **The Focus:** The surveys were designed to gauge **"Egyptians' attitudes toward water consumption."** • **Off-Campus Impact:** By taking these surveys outside the classroom and into the general population, the university achieved two goals: gathering data on real-world public behavior and subtly raising awareness among respondents regarding the urgency of water issues. https://www.miuegypt.edu.eg/mass-communication-students-visit-verynile-to-raise-environmental-awareness/ https://www.miuegypt.edu.eg/als-mcm-visits-fatma-al-zahraa-orphanage/
Advanced Graduate Research: Evaluating National Awareness Campaigns	*Context: Master's level contribution to national sustainability strategies.* The Faculty of Al-Alsun and Mass Media (Mass Communication Department) continues to support high-level research dedicated to solving national environmental challenges. • **The Event:** A master's Thesis defense held on **Thursday, June 6, 2024.** • **The Thesis Title:** *"The Impact of Media Awareness Messages on Egyptians' Attitudes Towards Water Rationalization: A Comparative Study between Television and Social Media Platforms."* • **Off-Campus Impact:** This research directly addresses how to effectively communicate water conservation to the public. By analyzing Television and Social Media—the two primary channels for reaching the masses—this study

provides actionable data on how to convince the Egyptian population to rationalize water use.

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