

*Original article***ROLE OF DIGITAL MEDIA IN CULTURAL DEVELOPMENT IN THE LANDMARKS AND MONUMENTS OF THE HAIL REGION**Hussein, E.^{1(*)}, Shteivi, A-M.². & Shteivi, A.³¹Media dept., Humanities Research Center, College of Literature & Arts, Univ. of Hail, Hail, KSA²Linguistics dept., Faculty of Arabic Language, Mansoura Univ., Mansoura, Egypt.³Arabic Language dept., College of Literature and Arts, Univ. of Hail, Hail, KSA*E-mail address: ema.fathy@uoh.edu.sa**Article info.****Article history:**

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Abstract:

Cultural tourism is a significant industry locally and globally. It plays a vital role in community development and prosperity and connecting individuals to their heritage. The landmarks and archaeological sites of the Hail region are among the most important in Saudi Arabia. Digital media is a crucial tool for promoting tourism and raising awareness about these historical sites. This study aims to determine the role of digital media in the cultural development of Hail's landmarks. A key finding was that a high percentage of participants obtained information about these sites through digital media. Historical and cultural information was the most sought-after, with 74.8% of the sample obtaining it from digital sources. The results also confirmed a strong relationship between participants' improved knowledge of Hail's landmarks and their exposure to digital media, underscoring the significant role of digital media in fostering the cultural development of the region's heritage sites.

1. Introduction

Tourism in Saudi Arabia is one of the most important factors in promoting development. It contributes to diversifying the base of the national economy, attracting investments, expanding sources of income, and creating many job opportunities. The most important type of tourism that has witnessed remarkable interest from the Saudi government is probably cultural tourism, represented in antiquities and heritage. Moreover, some Saudi regions include numerous archaeological and historical sites, particularly Hail, which contains many sites dating back to the Paleolithic Age (400 thousand years ago). Many Neolithic sites date to 4-10.000 years, with these rock paintings and inscriptions carrying several connotations and symbols about the ancient inhabitants of this region and their culture. Thus, they were listed on the World Heritage List by UNESCO in 2015 [1] Recently, the emergence of digital media and its multiple tools and functions have varied, including social networking sites [2], which serve as elements of direct interaction and the presentation of information and facts through the production of media messages in their visual, audio, and text forms on digital media platforms [3]. Keeping pace with Saudi Vision 2030, digital media has been interested in displaying heritage and tourist areas, so the researchers felt the need to study its role in cultural development in the landmarks and monuments of the Hail region.

2. Methodological Study

The main objective of this research paper is to examine the role of digital media in cultural development in the

landmarks and monuments of the Hail region. Therefore, it aims to determine the preferred digital media among the participants for obtaining information about the landmarks and monuments of the Hail region. It identifies the nature of information obtained by the participants about the landmarks and monuments of the Hail region during exposure to digital media. It also identifies the participants' knowledge of the landmarks and monuments of the Hail region.

2.1. Questions

In order to achieve the major and minor objectives of the research, the following questions were raised: **Q1:** To what extent are the participants aware of the contents provided in the digital media about the landmarks and monuments of the Hail region? **Q2:** What are the attitudes of the participants towards information about the landmarks and monuments of the Hail region in digital media? **Q3:** What are the cognitive, emotional, and behavioral effects of digital media on the cultural development of the study sample in the landmarks and monuments of the Hail region? **Q4:** What are the most important monuments in the Hail region presented via digital media? **Q5:** How well are the participants aware of the landmarks and monuments of the Hail region?

2.2. Field study

Reliance on the media is related to the importance of a particular medium for individuals as a source of events and issues. It is not related to its use, as an individual may spend a long time using a certain medium while relying

on another as a source of information; the use means the rate of follow-up, while dependence means the degree of importance of this medium to the individual as a source of information, choice, and preference. The degree to which people rely on information provided by the media is based on two elements: *) The degree of stability within the community. *) The volume and importance of information derived from the media [4]. The approach to reliance on the media is based on a set of assumptions: *) The existence of a reciprocal relationship between the media and society: This relationship directly determines many effects that the media can have on people and society. *) The greater the need for information, the greater the public's reliance on the media, and the more likely it is that the information presented by the media changes different forms of public knowledge, feelings, and behaviors. *) The public's reliance on media information is increasing with the development of the systems to which these media belong. *) The degree of public reliance on the media varies according to their differences in individual goals, interests, and need [5]. The approach of relying on the media fits this study because -) This approach tests the extent to which members of the public rely on digital media as a source of information, landmarks, and monuments in the Hail region. -) The study of the effects of the media on the knowledge, attitudes, and behaviors of members of the public has become the most widely used and focused basis in mass communication research, as much research recognizes the effects of media dependence in this regard [6]. -) The landmarks and monuments of the Hail region motivate individuals to rely on media to obtain information, as the media provides information about these landmarks and monuments. It also shapes their behaviors towards the media and its functional alternatives and the extent of their dependence on them. Therefore, the present study was conducted in the Hail region, which is the richest in antiquities in Saudi Arabia. Its most important sites are: Jubbah, fig. (1) is located 100 km north of Hail in the middle of the Influence desert [7]. It includes inscriptions and rock drawings in Jabal um Sinman and the nearby mountains. These monuments date back to three different eras, about seven thousand years BC [8]. Jubbah is one of the most important and largest archaeological sites in the Kingdom of Saudi Arabia. It is an important station on the ancient trade route Rabat between the Levant, Mesopotamia, and the Najd Plateau [9].



Figure (1) petroglyphs in Jubbah

Shuwaimis: known by (Ratt and Mandour mountains), it is 200 km northwest of the wall [10]. It is one of the most prominent rock paintings in the world. Preliminary studies of rock paintings in Shuwaimis indicate that the oldest may date to the prehistoric or Neolithic periods [11]. Modern archaeological activities at the site have revealed rock

drawings of feral cows with long horns, which are considered among the earliest examples of rock art in the Arabian Peninsula [12]. What distinguishes the site of Shuwaimis is the accuracy in implementation and the wonderful paintings up to 12 meters long [13]. The site of Shuwaimis has witnessed continuous settlement from prehistoric times through historical times [9]. Shamli: This town is located 180 km west of the city of Hail, where some archaeological sites contain a group of human and animal rock drawings and several ancient North Arab Thamudic inscriptions [14]. Wall: The wall was known in the past as Fadak, in a low valley of the eastern free valleys abounding in water marshes [15]. It is one of the important sites in northwestern Arabia in the first millennium BC. Archaeological discoveries have uncovered some of the monuments there. According to Babylonian sources, the site of the wall was in the middle of the first millennium BC, during a period of prosperous metropolises [16]. Recent studies by the University of Hail in the wall area have revealed more than 1.600 large-sized tombs dating to the Neolithic and Bronze ages [17]. Vid, fig. (2), it is one of the most important archaeological sites on the ancient pilgrimage route between Kufa and Makkah (Darb Zubaydah). It is one of the largest stations on the Zubaydah Trail [18]. It represents the most important archaeological sites in the Hail region, with a large archaeological stock. The most prominent of its antiquities are the archaeological Kharash palace, the residential city, water channels, ponds, and wells [19].



Figure (2) the historical city of Vid in Hail

Qishla palace, fig. (3), a building of adobe and stone, which contains all the architectural elements that characterized the local Najdi architecture [9]. It is in the center of Hail, and it is a military barracks built in 1943. During the reign of King Abdulaziz, may God have mercy on him, the headquarters of the army came to the region, before it turned in the modern era into a shrine for tourists and visitors [20]. Qishla Palace was built in the form of a rectangle, measuring from the outside 42.8×14.2 m. The height of its walls from the outside is about 8.5 m. It is supported in its corners and middle sides by eight square sides of the projection [9].



Figure (3) Qishla palace

Turan palace, it is 65 km northwest of Hail. It is a cultural site due to its association with the biography of the master of generosity and hospitality, Hatim Al-Taie, and his tribe Ta'a, who lived in this place. The tourist can see the tomb of Hatim al-Tai, the grave of his daughter, who is believed to have converted to Islam, as well as the fireplace that Hatim al-Tai lit at night, guiding guests to his house, where he hosted and honored them [21]. *Arif Castle*, fig. (4): The castle is located on the highest peak of a mountain at a height of 650 m.; thus, it took this name. It was built of stone and clay during the rule of the Al Ali family during the eighteenth century. It was expanded during the reign of the Al Rashid family. The last restoration took place in 1422 AH during the government of Al Saud. The castle is equipped with everything needed by the marabouts. Then, the castle turned in modern times to explore the crescent of the month of Ramadan [22].



Figure (4) Arif castle

Al-Huwait: Formerly known as "Yadea", Al-Huwait is an ancient settlement. In the 6th century BC, it was an important commercial station in northern Arabia, prompting the Babylonian king Nabonid in 553 BC to occupy it. Despite the lack of archaeological studies on Al-Huwait, the remains of architectural facilities and stones indicate that it dates to the second half of the first millennium BC. From important metropolises in the north and west of the naked island, perhaps the most prominent feature is the spread of Thamudic Arabic inscriptions and human and animal rock paintings in the neighboring mountains and plateaus [23].

2.3. Research method and data collection

2.3.1. Type and method of study

This study is a descriptive and a survey study. To achieve the objectives and purposes of the study, this approach aims to describe the phenomenon, identify the problem, justify conditions and practices, or identify what researchers do to handle similar cases to develop future plans. It surpasses discussion and analysis to establish facts about existing conditions in order to develop and improve them [22]. Accordingly, the researchers relied on a sample field survey method to identify the role of digital media in the cultural development of the landmarks and monuments in the Hail region.

2.3.2. Study population and sample

The population was represented in the Hail region in the Kingdom of Saudi Arabia, and the sample included 400 deliberately selected digital media users, from youth at the University of Hail, 200 males and 200 females. This sample was selected for the interest of university youth in tourism and archaeology in the Kingdom of Saudi Arabia in light of the efforts of the General entertainment authority to highlight the importance of the landmarks and monuments of the region. Moreover, a deliberate sampling approach

was adopted due to the difficulty of applying it to all university youths. Therefore, researchers limited the sample to digital media users to find accurate results, tab. (1)

Table (1) socio-demographic profile of the respondents (n= 400)

| Variables | Frequency | Percent |
|-----------------------|-----------|---------|
| Gender | | |
| ▪ Male | 200 | 50.0 |
| ▪ Female | 200 | 50.0 |
| ▪ Total | 400 | 100.0 |
| Specialization | | |
| ▪ Humanities college | 326 | 81.5 |
| ▪ Practical college | 74 | 18.5 |
| ▪ Total | 400 | 100.0 |

2.3.3. Data collection tool

A questionnaire prepared by the researchers was used as one of the data collection tools in the framework of the sample survey administered to a sample of university youths at the University of Hail, comprising 400 individuals. Cronbach's alpha coefficient was used to assess the stability of the questionnaire. Table (2) shows that the general stability coefficient of the questions is high, scoring (0.932) for the total 9 questions, which indicates that the questionnaire has a high degree of stability.

Table (2) validity and reliability of data related to the study tool (Cronbach's alpha coefficient)

| Reliability Statistics | | |
|------------------------|--|------------------|
| N of Items | Cronbach's Alpha Based on Standardized Items | Cronbach's Alpha |
| 47 | 0.921 | 0.932 |

2.3.4. Statistical analysis

The researchers adopted several methods, such as the descriptive approach and the analytical statistical method. The researchers also used the quantitative method and the statistical methods for analysis with the Statistical Package for the Social Sciences (SPSS) to test the data using: **1)** simple frequencies and percentages; **2)** arithmetic means and standard deviations; and **3)** Pearson's correlation coefficient for the linear relationship between variables.

3. Results

Answer to the 1st question: *Which digital media do you have the most preferred in obtaining information about the landmarks and monuments of the Hail region?* Table (3) illustrates that the order of preference (study sample) for digital media in obtaining information about the landmarks and monuments of the Hail region and was ranked first "social networking sites" (95.3%). The "General Entertainment Authority website" was ranked second (29.8%), "websites" were ranked third (29.5%). The "electronic news sites" were ranked fourth (26.8%), and the "electronic newspapers" were ranked fifth (19.8%).

Table (3) Frequencies and percentages of the preference rate (study sample) for digital media in obtaining information for Hail region

| Subgroup | Frequency | Percent | Ranking |
|--|-----------|---------|---------|
| Social media | 381 | 95.3 | 1 |
| General Entertainment Authority Websites | 119 | 29.8 | 2 |
| Electronic news websites | 107 | 26.8 | 4 |
| Electronic newspapers | 79 | 19.8 | 5 |
| Total | 400 | 100.0 | |

Answer to the 2nd question: *How much exposure do you have to digital media?* Table (4) shows that 68% of the sample used digital media to a large degree (always), 27%

to a medium degree (some-times), and 5% to a low degree (rarely).

Table (4) frequencies and percentages of the exposure of the (study sample) to digital media

| Subgroup | Frequency | Percentage |
|--------------|------------|--------------|
| Always | 272 | 68.0 |
| Sometimes | 108 | 27.0 |
| Rarely | 20 | 5.0 |
| Total | 400 | 100.0 |

Answer to the 3rd question: *What information did you obtain during exposure to digital media about the landmarks and monuments of the Hail region?*. According to Table (5), much information obtained by (the study sample) from digital media about the landmarks and monuments of the Hail region was ranked first, followed by "archaeological sites" by a percentage (77.8%), "historical information about monuments and monuments" ranked second (60%), and the "dates of visiting archaeological sites" ranked third (42.3%).

Table (5) Frequencies and percentages of information obtained (study sample) from digital media on the landmark and monuments of Hail region

| Subgroup | Frequency | Percentage | Ranking |
|--|------------|--------------|---------|
| Archaeological places | 311 | 77.8 | 1 |
| Historical information about landmarks and monuments | 240 | 60.0 | 2 |
| Visiting hours for archaeological sites | 169 | 42.3 | 3 |
| Total | 400 | 100.0 | |

Answer to the 4th question: *What forms of digital content do you follow about the landmarks and monuments of the Hail region?*. Table (6) shows the order of the forms of digital content employed by the study sample about the landmarks and monuments of the Hail region. "Videos" were ranked first (83%), followed by "photos" in the second place (80.3%), "discussions" in the third place (30.8%), "opinion polls" in the fourth place (27.8%), "article links" in the fifth place (18.8%), and "other links" in the sixth and final place (8.8%).

Table (6) frequencies and percentages of digital content forms followed by the (study sample) on the landmarks and monuments of the Hail region

| Subgroup | Frequency | Percentage | Ranking |
|---------------|------------|--------------|---------|
| Videos | 332 | 83.0 | 1 |
| Photos | 321 | 80.3 | 2 |
| Discussions | 123 | 30.8 | 3 |
| Polls | 111 | 27.8 | 4 |
| Article links | 75 | 18.8 | 5 |
| Other links | 35 | 8.8 | 6 |
| Total | 400 | 100.0 | |

Answer to the 5th question: *Determine the degree of your knowledge of the landmarks and monuments of the Hail region through your exposure to digital media?*. Table (7) illustrates the responses of the study sample to the statements related to the degree of knowledge of the landmarks and monuments of the Hail region. The arithmetic means of this variable ranged (2.05-2.56) with a general mean of (2.32) on the three-point Likert scale and a standard deviation (0.605). The domain received a level of agreement (medium score) for all answers to the items of the questionnaire for the degree of knowledge of the landmarks and monuments of the Hail region. (FID) was ranked first, with an arithmetic mean of (2.56), which was the highest arithmetic mean among all the landmarks and monuments of the Hail region, with a standard deviation of (0.657) and the level of agreement (large). To confirm the previous

result, tab. (8) shows the percentages of the responses of the participants to the degree of knowledge of the landmarks and monuments of the Hail region. The responses were ranked (great), rating 53.6%, which was a high percentage compared to 18.7% (low), excluding the (average), as reflected in the items and the overall rates.

Table (7) mean and standard deviation of the degree of knowledge of monuments in the Hail region

| No | Landmarks and monuments of the Hail region | Mean | Standard deviation | Attitude |
|----|--|-------------|--------------------|----------------|
| 1 | Feed | 2.56 | 0.657 | High |
| 2 | Qishla Palace | 2.49 | 0.718 | High |
| 3 | Arif Castle | 2.40 | 0.766 | High |
| 4 | Jubbah | 2.35 | 0.702 | High |
| 5 | Shuwaimis | 2.25 | 0.809 | Average |
| 6 | Wall | 2.17 | 0.840 | Average |
| 7 | Turan Palace | 2.05 | 0.877 | Average |
| | Total | 2.32 | 0.605 | Average |

Table (8) distribution of percentages of the sample answers to the degree of knowledge of landmarks and monuments of the Hail region

| Degree of knowledge | Attitude | Frequency | Percentage |
|---------------------|----------|-----------|------------|
| High | | 1287 | 53.6 |
| Average | | 664 | 27.7 |
| Low | | 449 | 18.7 |

Answer to the 6th question: *What is the most important information you are looking for through digital media before visiting the landmarks and monuments of the Hail region?*. Table (9) illustrates that the ranking of the most important information that the participants (the study sample) looked for through digital media before visiting the landmarks and monuments of the Hail region. "Historical and cultural value" was ranked first (74.8%), "history of the place" was ranked second (62.5%), "visiting times" was ranked third (58.8%), and "services available" was ranked fourth (40.5%).

Table (9) frequencies and percentages of the most information for the (study sample) through digital media before visiting the landmarks and monuments of the Hail region

| Subgroup | Frequency | Percentage | Ranking |
|-------------------------------|------------|--------------|---------|
| Historical and cultural value | 299 | 74.8 | 1 |
| History of the place | 250 | 62.5 | 2 |
| Visiting times | 235 | 58.8 | 3 |
| Available services | 162 | 40.5 | 4 |
| Total | 400 | 100.0 | |

Answer to the 7th question: *Do you find the information provided in digital media that has developed your cultural knowledge about the landmarks and monuments of the Hail region?*. Table (10) illustrates that 75% of the participants confirmed that the information provided in digital media developed their cultural information about the landmarks and monuments of the Hail region to a large degree (yes). The degree of development received a medium degree (to some extent) (23.5%), and the degree of development was ranked last with a low degree (no) (1.5%).

Table (10) frequencies and percentages of opinion (study sample) to the information provided by digital media

| Subgroup | Frequency | Percentage |
|----------------|------------|--------------|
| Yes | 300 | 75.0 |
| To some extent | 94 | 23.5 |
| No | 6 | 1.5 |
| Total | 400 | 100.0 |

Answer to the 8th question: *Determine the degree of use of digital media in cultural development in the landmarks and monuments of the Hail region?*. Table (11) indicates the responses of the participants to the statements related to the degree of use of digital media in cultural development in the landmarks and monuments of the Hail region, with

an arithmetic mean ranging (2.39-2.62), and an overall mean of (2.50) on the three-point Likert scale. The standard deviation was (0.508), with a level of agreement (a large degree) for all items of the questionnaire on the degree of use of digital media in cultural development in the landmarks and monuments of the Hail region. The item (I think that digital media helped develop my emotional awareness of the landmarks and monuments of Hail) was ranked first, with an arithmetic mean of (2.62), which was the highest among all items, with a standard deviation of (0.601), and a level of agreement (large). To confirm the previous result, tab. (12) presents the percentages of the participants' responses to the degree of use of digital media in cultural development in the landmarks and monuments of the Hail region. The percentage of respondents' answers (great) was 59.5%, to know the attitude of the study sample, which was large compared to 9.2% (low), excluding (average), as reflected in the item rates and the overall mean.

Table (11) mean and standard deviation of the degree of use of digital media in cultural development

| No | Degree of use of digital media in cultural development | Mean | SD | Attitude |
|--------------|--|-------------|--------------|-------------|
| 1 | I believe that digital media has helped develop my emotional awareness of Hail's landmarks and monuments. | 2.62 | 0.601 | High |
| 2 | I consider digital media to be the primary disseminator of the cultural development of Hail's landmarks and monuments. | 2.58 | 0.604 | High |
| 3 | I have become keen on spreading the cultural development of Hail's landmarks and monuments on social media. | 2.56 | 0.657 | High |
| 4 | I believe that digital media has shaped my understanding of Hail's landmarks and monuments. | 2.55 | 0.603 | High |
| 5 | Digital media has provided me with adequate information about Hail's landmarks and monuments. | 2.55 | 0.581 | High |
| 6 | To enhance my knowledge, I make sure to follow everything related to Hail's landmarks and monuments through digital media. | 2.53 | 0.660 | High |
| 7 | I have gained a cultural and historical background about Hail's landmarks and monuments by following digital media. | 2.49 | 0.675 | High |
| 8 | I have great confidence in what digital media provides about Hail's landmarks and monuments. | 2.47 | 0.644 | High |
| 9 | I believe that digital media has a significant impact on my cultural knowledge about Hail's landmarks and monuments. | 2.47 | 0.663 | High |
| 10 | I am keen to visit Hail's landmarks and monuments because of the information provided via digital media. | 2.43 | 0.697 | High |
| 11 | I encourage my friends and family to visit Hail's landmarks and monuments based on the information provided about them in digital media. | 2.40 | 0.722 | High |
| 12 | I interact with information presented via digital media about Hail's landmarks and monuments. | 2.39 | 0.737 | High |
| Total | | 2.50 | 0.508 | High |

Table (12) distribution of percentages of sample responses to the items of using digital media in cultural development in Hail's landmarks and monuments

| Use of digital media in cultural development | Attitude | Frequency | Percentage |
|--|----------|-----------|------------|
| | High | 2856 | 59.5 |
| | Average | 1503 | 31.3 |
| | Low | 441 | 9.2 |

Answer to the 9th question: *Determine the degree of your attitude as a visitor to the landmarks and monuments of the Hail region?* Table (13) indicates the participants' responses to the items related to the degree of their attitudes as visitors to the landmarks and monuments of the Hail region. The arithmetic means of this variable ranged (2.54-2.77) with an overall mean of (2.64) on the three-point Likert scale, a standard deviation (0.396), and the level of agreement (agree) for all answers to the items on the degree of attitude as a visitor to the landmarks and monuments of the Hail region. The item (visiting the landmarks and monuments of the Hail region helps to understand the history and culture of the region) was ranked first, with an arithmetic mean of (2.77), which was the highest among all items, with a standard deviation of (0.484), and the level of agreement (agree). To confirm the previous result, tab. (14) shows the percentages of participants' responses regarding the degree of attitude toward the landmarks and monuments of the Hail region as a visitor. The percentage of responses (agree) was ranked 70% to know the attitude of the participants, which was considered large compared to 5.9% (dis agree), excluding (neutral), which was reflected in the rates of items and the overall rate.

Table (13) mean and standard deviation of the degree of attitude as a visitor to the landmarks and monuments of the Hail region

| No | Degree of orientation as a visitor to the landmarks and monuments of the Hail region | Mean | SD | Agreement |
|--------------|---|-------------|--------------|--------------|
| 1 | Visiting the landmarks and monuments of the Hail region helps you understand its history and culture. | 2.77 | 0.484 | Agree |
| 2 | The landmarks and monuments of the Hail region are historically and culturally diverse. | 2.72 | 0.511 | Agree |
| 3 | I would like to receive more promotional materials (brochures, maps, etc.) about the landmarks and monuments of Hail. | 2.68 | 0.583 | Agree |
| 4 | Additional signboards in different languages (English and others) would help attract more visitors. | 2.65 | 0.578 | Agree |
| 5 | I am drawn to Hail's rich history and architecture. | 2.64 | 0.622 | Agree |
| 6 | It is easy to access Hail's landmarks. | 2.58 | 0.596 | Agree |
| 7 | The maintenance of Hail's landmarks is excellent. | 2.56 | 0.602 | Agree |
| 8 | The information available about Hail's history, landmarks, and antiquities is adequate. | 2.54 | 0.689 | Agree |
| Total | | 2.64 | 0.396 | Agree |

Table (14) distribution of percentages of sample answers to attitude items as a visitor to the landmarks and monuments of the Hail region

| Degree of orientation as a visitor to the landmarks and monuments of the Hail region | Attitude | Frequency | Percentage |
|--|-----------|-----------|------------|
| | Agree | 189 | 70.0 |
| | neutral | 772 | 24.1 |
| | Dis agree | 2239 | 5.9 |

4. Discussion

Tables (15 & 16) illustrate a correlation between the rate of exposure of the (*study sample*) to digital media and the degree of knowledge of the landmarks and monuments of the Hail region, scoring ($R < 0.3$) (0.124), which is significant at the level of 0.05. They also show a statistically significant correlation between the rate of exposure of (*the study sample*) to digital media and the degree of development of their cultural information about the landmarks and monuments of the Hail region, scoring ($R < 0.3$) (0.153), which is significant at the level of 0.01. Moreover, there is a statistically significant correlation between the rate of exposure of (*the study sample*) to digital media and the degree of their agreement on the use of digital media in cultural development in the landmarks and monuments of the Hail region, scoring ($R < 0.3$) (0.194), which is significant at the level of 0.001. There is a statistically significant correlation between the rate of exposure of (*the study sample*) to digital media and their attitude as visitors to the landmarks and monuments of the Hail region, scoring ($R < 0.3$) (0.202), which is significant at the level of 0.001. Similarly, there is a statistically significant correlation between the degree of knowledge of (*the study sample*) of the landmarks and monuments of the Hail region by their exposure to digital media and the degree of development of their cultural information, scoring ($R > 0.3$) (0.397), which is significant at the level of 0.001. The researchers argue that exposure to media is not the only factor influencing the public's knowledge building. Other factors play an important role, such as education, personal experiences, and an individual's cognitive abilities.

Table (15) descriptive statistics

| Questions | Mean | SD | N |
|-----------|------|-------|-----|
| Q2 | 2.63 | 0.578 | 400 |
| Q5 | 2.32 | 0.605 | 400 |
| Q7 | 2.74 | 0.475 | 400 |
| Q8 | 2.50 | 0.508 | 400 |
| Q9 | 2.64 | 0.396 | 400 |

Table (16) correlations

| Questions | Q2 | Q5 | Q7 | Q8 | Q9 |
|-----------------------|-----|--------|--------|--------|--------|
| Q2 | 1 | | | | |
| • Pearson correlation | | .124* | .153** | .194** | .202** |
| • Sig. (2-tailed) | | .000 | .002 | .000 | .000 |
| • N | 400 | 400 | 400 | 400 | 400 |
| Q5 | | 1 | | | |
| • Pearson correlation | | .124* | .397** | .695** | .522** |
| • Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| • N | 400 | 400 | 400 | 400 | 400 |
| Q7 | | | 1 | | |
| • Pearson correlation | | .153** | .397** | .373** | .353** |
| • Sig. (2-tailed) | | .002 | .000 | .000 | .000 |
| • N | 400 | 400 | 400 | 400 | 400 |
| Q8 | | | | 1 | |
| • Pearson correlation | | .194** | .695** | .373** | .730** |
| • Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| • N | 400 | 400 | 400 | 400 | 400 |
| Q9 | | | | | 1 |
| • Pearson correlation | | .202** | .522** | .353** | .730** |
| • Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| • N | 400 | 400 | 400 | 400 | 400 |

*: Correlation is significant at the 0.05 level (2-tailed), **: Correlation is significant at the 0.01 level (2-tailed).

5. Conclusion

This research is important as one of the few on the landmarks and monuments of the Hail region. It is also one of the rare papers on the landmarks and monuments of the Hail region and the role of digital media in its cultural development among university youths at Hail University. It concluded that the landmarks and monuments of the Hail region are important. Digital media plays a critical role in the cultural development of the landmarks and monuments in the Hail region by helping disseminate cultural information among university youths at Hail University. However, there are many aspects that researchers could not cover, including:

- *) Conducting further qualitative and quantitative studies to highlight the role of the media in raising awareness of the landmarks and monuments of Hail.
- *) Targeting all age groups and different nationalities in Hail in future research to determine the importance of the landmarks and monuments of the Hail region to the Saudi and foreign public.
- *) Expanding the geographical area and conducting further research on the landmarks and monuments of the Kingdom of Saudi Arabia.
- *) Conducting lengthy studies on the public, particularly university youth, to determine the extent of the cognitive and behavioral change among them towards the landmarks and monuments of the Hail region.
- *) Those in charge of the landmarks and monuments of the Hail region must benefit from the various media to raise awareness about the landmarks and monuments of the region in order to attract tourists to the region in line with Saudi Vision 2030.

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