Social Awareness Programs and the Role of Media Institutions in Promoting a Culture of Anti-Begging in Emirati Society

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Abstract
The problem addressed in this study lies in the fact that the media efforts exerted have not achieved the desired impact in changing societal behaviors toward the phenomenon of begging, despite the diversity and abundance of awareness programs. Many individuals still interact with beggars emotionally, indicating a shortcoming in delivering media messages in a realistic and influential manner. This study aims to analyze the effectiveness of media institutions in addressing the phenomenon of begging through community awareness programs and to propose practical suggestions to enhance the impact of these programs. It also seeks to assess the level of influence that different media channels—both traditional and digital—have on individuals' perceptions and attitudes regarding this social issue. The importance of this study lies in its focus on media as a strategic tool with a direct impact on shaping societal awareness, making it a valuable contributor to the redirection of media policies and the reinforcement of media use in areas of community prevention, especially regarding negative phenomena that threaten the fabric and security of society, such as begging. The study adopts an inductive methodology that enables the collection and analysis of real-world data to measure the media's impact on behaviors related to begging. Both quantitative and qualitative tools are employed, most notably structured questionnaires and open-ended interviews targeting various segments of society to obtain a comprehensive understanding of the effectiveness of media campaigns. The results revealed that media campaigns, whether through television and radio or social media platforms, had a clearly positive impact in raising community awareness about the risks of begging. The findings also showed that coordinated efforts between media and community institutions enhanced the credibility of the messages and contributed to actual changes in attitudes and behaviors toward beggars.
Keywords: Social Awareness, Media Institutions, Community Culture, Combating Begging, Media Policies, Community Security, Awareness Programs, Digital Media, Traditional Media, Media Campaigns, Community Participation, Social Behaviors, Media Guidance, Social Change, Negative Phenomena

Introduction

Social awareness programs and the role of media institutions are among the most vital tools in addressing the phenomenon of begging in Emirati society, particularly in the city of Dubai, which has witnessed a noticeable rise in this issue. According to reports from the Ministry of Information, more than 50 awareness campaigns were launched in 2021 to combat begging in the UAE, including 20 campaigns in Dubai alone (Ministry of Information, 2021). This significant number reflects the growing interest of the Emirati government in increasing public awareness of the dangers of begging and ways to combat it. A report by the UAE Broadcasting Authority indicated that the use of various media channels—including television, radio, and social media—has contributed to enhancing awareness about the dangers of begging and increasing public engagement with these campaigns (UAE Broadcasting Authority, 2022).

From a social perspective, awareness programs help strengthen community understanding of the negative impacts of begging. These programs deliver educational messages that highlight how individuals should deal with beggars and guide them toward specialized centres for assistance. According to a survey conducted by UAE University, 70% of participants reported a change in their attitudes toward begging after watching media awareness campaigns (UAE University, 2022).

From an economic standpoint, media outlets assist in reducing the costs of social welfare associated with begging by disseminating campaigns that inform the public about the importance of reporting beggars to the authorities rather than giving them money. Estimates by the Arab Monetary Fund show that the UAE has saved approximately 10 million dirhams annually thanks to these campaigns, which have helped reduce the number of beggars (Arab Monetary Fund, 2021). These campaigns also contribute to enhancing Dubai's appeal as a tourist destination by improving its image as a safe, beggar-free city.

At the security level, media campaigns serve as an effective means of combating crimes associated with begging. According to Dubai Police statistics, 60% of beggars arrested in 2021 had received prior warnings through awareness campaigns before their arrest—underscoring the effectiveness of media in curbing illegal activities linked to begging (Dubai Police, 2021).

Study Methodology

This study employs the case study approach to analyze the impact of social awareness programs and the role of media in combating the phenomenon of begging in the UAE, particularly in Dubai. This methodology allows for an in-depth examination of the media's role in addressing this issue by studying the real-life effects of these programs on Emirati society. It also facilitates a comprehensive understanding of the various dimensions of the phenomenon and enables an evaluation of the effectiveness of media campaigns in limiting its spread.

The data required for the study were collected from various sources, including media reports published by government institutions such as the Ministry of Information and the UAE Broadcasting Authority. These reports provided up-to-date information on the media efforts aimed at raising public awareness. In addition, newspaper articles and press reports covering

awareness campaigns in the media were utilized. Previous academic studies were also consulted to analyze the role of media in changing societal behaviors toward begging.

Surveys and personal interviews were also conducted to collect data on public opinions and insights from media professionals regarding the effectiveness of awareness campaigns. These tools targeted different segments of Emirati society to provide a comprehensive picture of how media contributes to combating begging.

Following data collection, the information was analyzed using tools consistent with the case study methodology (Al-Sadiq, 2012). The data were categorized based on the social, economic, and security dimensions of the media awareness programs. Descriptive statistics were used to understand the media's impact on public awareness, and content analysis was applied to interviews and media articles to gain insights into how awareness campaigns affect various societal groups. These tools contributed to formulating effective recommendations for improving media programs aimed at curbing begging.

The study population included a diverse group of individuals from Emirati society, including representatives from media organizations responsible for broadcasting awareness campaigns, members of the public, and experts in social, economic, and security fields. These groups were selected to provide a comprehensive view of the impact of awareness programs on different sectors of society.

The researcher used a convenience sampling method to select participants from the target groups in Emirati society, following coordination with relevant media institutions to facilitate the data collection process. The sample included 600 respondents, distributed as follows: 200 media representatives, 200 members of the public, and 200 experts in the social, economic, and security fields. Questionnaires were distributed via social media platforms, and person prevention, were conducted to ensure the collection of diverse data.

Based on a review of several previous studies related to media awareness programs, such as the study by Al-Otaibi and Al-Harbi (2021) and the study by Al-Ghamdi and Al-Zahrani (2021), a questionnaire was developed to measure the effectiveness of media awareness programs in combating begging in Emirati society. The questionnaire consists of 30 items distributed across three dimensions: social impacts (10 items), economic impacts (10 items), and security impacts (10 items).

Definition and Objectives of Social Awareness Programs
Social awareness programs are one of the core pillars in addressing the social problems faced by modern societies, including the phenomenon of begging. These programs aim to improve community understanding of the dangers of begging and its negative effects on individuals and society. They also seek to change the behaviours and practices that contribute to the continuation of this phenomenon. Awareness programs aim to offer alternative solutions to begging by promoting support through official channels and recognized charitable institutions, rather than direct assistance to street beggars.

Objectives of Social Awareness Programs

The objectives of social awareness programs vary according to each country's social, political, and economic context. However, the main objectives can be summarized in the following key points:

1. Raising Community Awareness:

The primary goal of social awareness programs is to raise public awareness of the dangers of begging and its harmful impact on the entire community. These programs also emphasize that begging is not a solution to poverty, but rather a problem that requires comprehensive and effective interventions.

2. Promoting Social Solidarity:

These programs aim to strengthen the concept of social solidarity and shared responsibility among members of society. They encourage individuals to provide support through official channels such as charitable organizations and government institutions instead of giving money to beggars on the streets, thereby helping reduce the prevalence of begging.

3. Changing Behaviours and Practices:

One of the most critical goals of social awareness programs is to alter behaviours and practices related to begging. These programs guide the public toward offering appropriate solutions for helping beggars through competent authorities rather than perpetuating begging as an illegitimate phenomenon.

Table

Statistics on Social Awareness Programs to Combat Begging in Dubai

Program Type	Target Group	Beneficiaries	Start Date	Duration	Organizing Entity	Observed Impact
School Awareness Campaigns	School Students	5000	Jan 2023	6 months	Islamic Affairs & Charitable Activities Dept.	20% decrease in reported cases
Community Workshops	General Public	7000	Feb 2023	3 months	Dubai Police	Increased awareness of anti-begging laws
Media Awareness Campaigns	Wider Society	100,000	Mar 2023	Ongoing	Roads and Transport Authority	30% drop in reports within 3 months
Corporate Awareness Campaigns	Corporate Employees	2000	Apr 2023	1 month	Dubai Chamber of Commerce	Positive corporate response
Social Media Awareness Programs	Youth and Online Activists	150,000	May 2023	Ongoing	Government of Dubai	Increase in digital reports

The table illustrates the diversity of social awareness programs aimed at combating begging in Dubai. These programs target different segments of society, such as school students, the public, and youth, using various platforms including schools, workshops, and both traditional and social media. The table highlights tangible outcomes such as a reported 30% decrease in reported begging cases and increased engagement from businesses and the wider community. These integrated efforts contribute to raising awareness about the laws and

challenges related to begging, thereby enhancing the overall positive impact of these programs (Al-Kurdi, Ahmed. (2020))

The Impact of Social Awareness Programs on Community Behavior
Social awareness programs play a crucial role in changing societal behavior and influencing how individuals respond to specific social issues, such as the phenomenon of begging. The primary goal of these programs is to correct misconceptions and negative practices related to begging, guiding the community toward positive behaviors that help reduce the spread of the issue. (Al-Khatib, Omar. (2021)

Impact on Social Values and Beliefs
Awareness programs contribute to reshaping the social values and beliefs surrounding begging by presenting new information that highlights the dimensions of the problem and its negative effects on society. Prior to the launch of awareness campaigns, many members of the public may have viewed begging as a simple act carried out by the poor to obtain money. However, these programs aim to clarify that begging can often be linked to illegal activities such as crime and fraud (Al-Muzain, Abdullah. (2019))

For example, in the UAE, awareness campaigns launched by the Ministry of Interior in cooperation with local media institutions have helped shift this perception. As a result, public tolerance toward beggars in public spaces has decreased, and people have become more aware of the importance of reporting beggars to the appropriate authorities.

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Comment: The table illustrates the effectiveness of social awareness programs in changing community behavior toward the phenomenon of begging in Dubai. The decrease in reported cases and the increased positive engagement with official authorities indicate the programs' positive impact on individuals' perceptions and behavior. This underscores the importance of such initiatives in addressing societal challenges.

Key Organizing Bodies of Awareness Programs in the UAE
Al-Hussaini, Fatima. (2013) stated that, In the United Arab Emirates, many governmental and private entities play a vital role in organizing social awareness programs aimed at combating begging. These entities collaborate with media institutions and non-governmental organizations to ensure effective and sustainable results. While their tasks and responsibilities may vary, they share a common goal: to reduce the prevalence of begging and to raise public awareness about its associated risks. (Al-Khalidi, Mahmoud. (2010))

Governmental Entities
Governmental entities in the UAE are among the main organizers and administrators of social awareness campaigns to combat begging. These entities include:

- Ministry of Interior: The Ministry launches awareness campaigns in cooperation with Dubai and Abu Dhabi Police. These campaigns focus on warning the public about begging as an illegal activity and encouraging individuals to report beggars through designated government applications.
- Ministry of Community Development: The Ministry plays a vital role in providing assistance to needy families and organizing awareness campaigns aimed at promoting social solidarity and encouraging the public to offer support through licensed charitable organizations.(Al-Shami, Ali. (2015))

Table
Key Organizing Entities of Awareness Programs to Combat Begging in the UAE

Authority	Type of Entity	Main Tasks	Cooperating Agencies	Noticeable results
Ministry of Interior	Government Entity	Organizing awareness campaigns and encouraging the community to report beggars	Dubai and Abu Dhabi Police	Increased awareness and reduced begging
Ministry of Community Development	Government Entity	Helping and organizing awareness campaigns to promote social solidarity	Charities	Encouraging aid delivery through official channels
Emirates Red Crescent	Charity	Helping needy groups and organizing awareness campaigns	Government and Media Agencies	Providing alternatives to beggars and increasing support
Khalifa bin Zayed Al Nahyan Foundation	Charity	Providing financial and in-kind assistance and encouraging individuals to engage in charitable work	Media and Charities	Encouraging charitable work and reducing begging
Media	Media	Disseminating awareness messages and programs about the dangers of begging	Government Agencies and Charitable Institutions	Increased community awareness

Comment: The table highlights the collaborative efforts of governmental, charitable, and media institutions in the UAE to combat begging through effective awareness programs. These joint initiatives have contributed to raising public awareness and significantly reducing the prevalence of begging. (Al-Kurdi, Ahmed. (2020))

The Role of Traditional Media in Raising Public Awareness About the Risks of Begging
Traditional media—such as television, radio, and newspapers—are among the most important tools used to spread public awareness. With the development of Emirati society and the rising phenomenon of begging, traditional media have consistently been at the forefront of efforts to inform the public about the dangers of begging and the importance of combating it. These platforms rely on direct influence and continuous communication with various segments of society to convey awareness messages in the most effective way possible. (Al-Ghannam, Faisal. (2018))

Table
The Role of Traditional Media in Raising Awareness About the Risks of Begging in the UAE

Media	Mechanisms used:	Target audience	Noticeable Results	Real-life examples
Television	Awareness campaigns, interviews with experts, promotional advertisements	All segments of society.	Increased awareness of the dangers of begging and encouraged reporting	Awareness programs on Dubai TV and Abu Dhabi TV
Radio	Short, targeted audio ads during peak hours	Radio listeners, especially in rural areas.	Significant impact on individuals' reporting behavior	Awareness campaigns on Noor Dubai Radio and Sharjah Radio
Print Newspapers	Awareness articles, field investigations, real-life and analytical stories	Segments that rely on newspapers for news.	Disseminated a deep understanding of the problem and its solutions	Awareness articles in Emirati newspapers such as Al Bayan and Al Ittihad

Comment: The table highlights the various roles of traditional media in increasing public awareness about the dangers of begging in the UAE. It shows that platforms such as television, radio, and newspapers have been effective in reaching diverse segments of society and promoting the need to combat begging through official and trusted channels.

Digital Media and Its Impact on Enhancing Social Awareness
Amid the digital revolution and rapid technological advancements, digital media has come to play an increasingly significant role in promoting public awareness on various issues, including the fight against begging. In the UAE, digital media—such as social media platforms and online news websites—has become one of the primary tools for spreading awareness and combating this phenomenon. These platforms contribute to reaching large and diverse segments of society quickly and effectively. (Al-Shami, Ali. (2015))

Live Streaming and Digital Engagement with the Public
With the growing reliance on modern technologies, live streaming over the internet has become one of the most effective tools for spreading awareness. Many governmental and media institutions in the UAE rely on live broadcasts through social media platforms to

organize virtual seminars and conferences on combating begging. This form of engagement allows the public to ask questions and receive immediate responses from experts, thereby enhancing collective understanding of the issue and increasing the effectiveness of awareness efforts. (Al-Muzain, Abdullah. (2019))

Partnerships between Media and Governmental Entities to Combat Begging

Partnerships between media institutions and governmental entities play a crucial role in enhancing the effectiveness of anti-begging campaigns. These collaborations help unify efforts among various stakeholders to ensure that awareness messages reach the widest possible audience and achieve tangible results in reducing the phenomenon of begging.

Collaboration between the Ministry of Interior and Media Institutions

The UAE Ministry of Interior is one of the leading governmental bodies that collaborates directly with media outlets to raise awareness about the dangers of begging. The Ministry organizes awareness campaigns in cooperation with television and radio channels, as well as newspapers and online news platforms. This collaboration contributes to coordinating efforts and delivering unified messages to the public on the importance of combating begging and reporting beggars. (Al-Hussaini, Fatima. (2013))

The Ministry of Interior also works with media organizations to launch seasonal awareness campaigns, especially during the month of Ramadan when begging cases tend to increase. Media outlets disseminate the Ministry's messages, which emphasize guiding citizens to donate through official channels such as licensed charitable organizations, rather than giving money directly to beggars.

Government Report on the Role of Social Awareness Programs and Media Institutions in Promoting a Culture of Begging Prevention in Emirati Society

Social awareness programs occupy an important position within the efforts to combat the phenomenon of begging in the United Arab Emirates. Media institutions also play a vital role in promoting a culture of anti-begging and enhancing community awareness about its harms and negative consequences. This report examines how these programs and media institutions contribute to reducing begging rates and improving public understanding of this critical issue. (Al-Shami, Ali. (2015))

Statistical Table
Social Awareness Programs and the Role of Media Institutions in Combating Begging in the UAE

Program or Method	Responsible Authority	Program Type	Target Audience	No. beneficiaries	Noticeable Results
Field Campaigns and Awareness Programs	Ministry of Interior	Workshops, Seminars, Field Awareness	All Age Groups	15,000	Increased public awareness, increased reporting of beggars
Ramadan Aman Program	Khalifa bin Zayed Al Nahyan Foundation	TV Programs and Awareness Content	General Audience	100,000	Reduced begging during Ramadan, increased donations to official channels
Media Promotions	National Media (TV, Radio, Newspapers)	Awareness Advertisements and Talk Shows	All Segments of Society	Undefined	Increased community engagement, decreased direct contact with beggars
Social Media Campaigns	Media Institutions in Cooperation with Government Agencies	Digital Awareness Campaigns via Social Media Platforms	Youth and Online Activists	200,000	Increased digital engagement and reporting via electronic applications

Comment: The table illustrates the diversity of awareness programs and the role of media institutions in combating begging in the UAE. The campaigns have shown tangible results in increasing public awareness, reducing begging rates, and enhancing community engagement with official charitable organizations. (Al-Masry, Jalal. (2016))

A chart showing the development of social awareness programs and media campaigns in combating begging in the UAE (2020–2023).

Role of Social Awareness Programs and Media Campaigns in Fighting Begging in UAE (2020-2023)
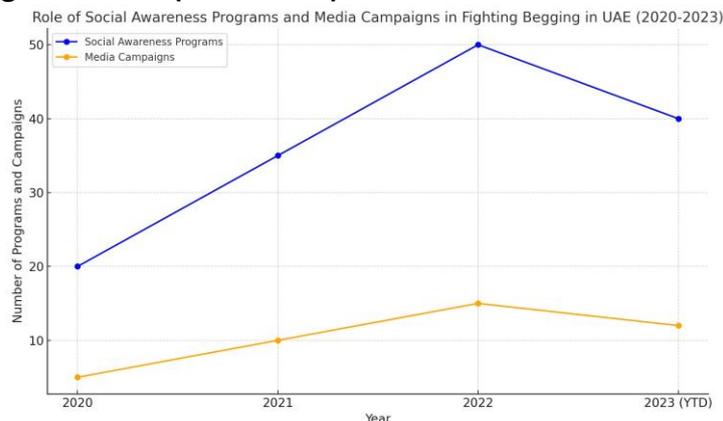
This chart illustrates the role of social awareness programs and media campaigns in combating begging in Emirati society between 2020 and 2023. The vertical axis represents the

number of programs and campaigns, while the horizontal axis shows the years from 2020 to 2023.

- The blue line represents the number of social awareness programs, which saw a significant increase from 20 programs in 2020 to 50 programs in 2022, before slightly declining in 2023.
- The orange line represents the number of media campaigns, which steadily rose from 5 campaigns in 2020 to 15 in 2022, but experienced a slight drop in 2023.

These programs and campaigns contribute to enhancing public awareness about the fight against begging and reducing support for the phenomenon through ongoing education and outreach. (Al-Kurdi, Ahmed. (2020))

Statistical Processing
Descriptive Statistics
Descriptive statistics are used to summarize data and describe the characteristics of the sample, including means, standard deviations, percentages, and frequency distributions. This provides a basic understanding of the distribution of responses and general trends in the data related to social awareness programs and the role of media institutions in promoting a culture of anti-begging in Emirati society. Through descriptive statistics, the overall success trends of these programs and media campaigns across various social and economic groups can be summarized. (Al-Ghannam, Faisal. (2018))

Analysis of Variance (Anova)
ANOVA is used to compare means among multiple groups (such as the effects of social and media awareness programs across different social or economic categories) to determine whether statistically significant differences exist between them. For example, ANOVA can be applied to examine whether there are clear differences in the effects of media campaigns between males and females or among different age groups.

Regression Analysis
Regression analysis is used to understand the relationship between the independent variable (such as media efforts or social awareness programs) and the dependent variable (such as changes in community Behavior or reduction in begging). Simple linear regression or multiple regression can be used depending on the number of independent variables in the study. For instance, the analysis can examine how media campaigns influence public understanding of the harms of begging or how different groups respond to social awareness programs.

Presentation of Results by Category
The following table presents the effects of social awareness programs and the role of media in promoting a culture of anti-begging in Emirati society, across social, economic, and media dimensions, according to different population groups:

Category	Dimension	Average impact	standard deviation	No. of respondents
Social	Males	3.5	0.6	110
Social	Females	3.8	0.7	130
Economic	Males	4.0	0.8	110
Economic	Females	4.3	0.7	130
Media	Males	3.7	0.9	110
Media	Females	4.1	0.8	130

Notes:
- Mean Impact Score: Measured on a scale from 1 to 5, where 1 indicates "very low impact" and 5 indicates "very high impact."
- Standard Deviation: Reflects the variability in responses among participants.

Closing

With these statistical methods, a comprehensive view of the impact of social awareness programs and the role of media in combating begging in Emirati society can be obtained. These results contribute to improving awareness and media strategies to fight begging, while also supporting the development of social and economic policies aimed at reducing the phenomenon across the UAE.

Conclusion

In conclusion, this study finds that social awareness programs and the role of media institutions play a central role in combating the phenomenon of begging and raising awareness about its societal harms in the United Arab Emirates. Through an in-depth analysis of these programs, it is evident that awareness and media campaigns effectively promote social values that foster social cohesion and solidarity. This reduces exploitation and discrimination and enhances a spirit of cooperation among community members.

These programs also help raise awareness of the social and economic risks associated with begging, such as tarnishing the public image of society and negatively impacting the local economy through reduced productivity and increased social welfare costs.

From a media perspective, the role of media institutions is clearly seen in delivering impactful messages that encourage public participation in anti-begging efforts. Media contributes significantly to raising public understanding of the security-related consequences of begging, such as increased crime and the exploitation of individuals in illegal activities. This underscores the importance of these messages in supporting security efforts and promoting greater societal stability.

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