

AN ANALYTICAL STUDY OF TABUK UNIVERSITY STUDENTS PAGES ON TWITTER IN LIGHT OF THE CHALLENGES THEY FACE

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***ABSTRACT:** This study aimed to analyze Tabuk University students pages on Twitter in light of the challenges they face. To achieve this, an opinionnaire was directed to 23 of academic experts to extrapolate their perceptions about the most important contemporary challenges facing the Saudi university youth. Then, a questionnaire was applied to 220 of Tabuk University students to identify how they deal with these challenges on their own Twitter pages. In light of the challenges agreed by experts and students, a content analysis of Tabuk University students pages on Twitter was done. The most important results of the study included: the perspectives of both academic experts and Tabuk University students agreed that challenges face students significantly, and that the most challenges dealt with – according to content analysis of Tabuk University students pages on Twitter - were those associated with the cultural and social field, then the scientific and technical field, then the religious and moral field, and then the political and economic field. Results of content analysis also showed that the most challenges were displayed through tweets, photos, and then videos. These challenges were also presented in an explicit way more than the implicit one.*

***KEYWORDS:** content analysis, Twitter, university youth, contemporary challenges.*