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The impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia

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introduction :

Social networking sites are a phenomenon that has spread greatly in the last decade, and its impact on all aspects of life in the Kingdom of Saudi Arabia has been prominent. These platforms have radically changed the way individuals interact with each other and with the world around them.

One of the most notable impacts that social networking sites have had in the Kingdom of Saudi Arabia is changing the nature of social networking. As individuals can now communicate with each other easily, at any time and from anywhere. These platforms have contributed to bridging geographical distances and overcoming temporal and cultural barriers. This has enhanced communication and social interaction between individuals in the Kingdom, as well as with people from outside it.

In addition, culture and entertainment in Saudi Arabia have been greatly influenced by social media sites. It has become easy to access cultural and entertainment content through these platforms, and to exchange opinions and experiences with others. Online communities have also emerged that bring together people who share common interests, whether cultural, sports, artistic, or other. This led to the diversity of culture and entertainment and the multiplicity of options available to individuals in the Kingdom.

In addition, issues related to cyberbullying, the spread of fake news and inaccurate information may also arise. These phenomena can negatively affect the psychological health and social relationships of individuals.

Therefore, social media sites must be handled with caution and awareness. Individuals should be fully aware of their positive and negative impact, and adopt healthy and responsible behaviors when using them. Concerned authorities and society in the Kingdom of Saudi Arabia must also work to develop policies and procedures to protect individuals and enhance awareness of the challenges associated with social networking sites.

In general, it can be said that social networking sites have a significant impact on aspects of life in the Kingdom of Saudi Arabia, whether it is in enhancing social communication and public participation, or in culture and entertainment. However, it should be handled with caution and awareness to minimize potential challenges and problems.

Research problem:

The scientific research problem that could be the focus of the study on “The impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia” is as follows:

1. Determining the social impact: How do social networking sites affect social relations in the Kingdom of Saudi Arabia? What is its impact on communication between individuals, families, and communities?
2. The impact of culture and values: How do social media sites affect values and culture in the Kingdom of Saudi Arabia? Does it lead to changes in traditional values and customs?
3. Political and societal impact: How do social media sites affect the political and societal scene in the Kingdom of Saudi Arabia? Does it have a role in promoting political participation and public awareness?
4. Mental and emotional health: What is the impact of social networking sites on the mental and emotional health of individuals in the Kingdom of Saudi Arabia? Is it related to increased cases of anxiety, depression, and psychological disorders?
5. The impact of education and work: How do social networking sites affect education and work in the Kingdom of Saudi Arabia? Does it play a role in improving access to information and providing new job opportunities?
6. Challenges and risks: What are the challenges and risks associated with the use of social media sites in the Kingdom of Saudi Arabia? Are there problems such as the spread of fake news and cyberbullying?
7. Control and regulation: How can the relevant authorities in the Kingdom of Saudi Arabia deal with the influence of social media sites and regulate them effectively? Are new policies and procedures needed for protection and awareness?

By responding to these issues, scientific research can shed light on the comprehensive impact of social media sites in Saudi Arabia and can provide valuable results for public understanding and informed decision-making in this regard.

the importance of studying:

Theoretical importance:

The importance of this study appears through its contribution to enriching the sociological literature on the phenomenon of using electronic communication networks as one of the means of modern technology, the number of whose users has clearly increased recently, and the scope of its direct effects on individuals' culture and attitudes has expanded, which called for conducting this research to shed light on this phenomenon. In our society and to verify the relationship between the phenomenon of using electronic communication networks and its impact on social relationships among female university students. The researcher hopes that this study will be a prelude to conducting a number of studies that deal with topics represented in a scientific and comprehensive manner, which contributes to achieving knowledge and research accumulation. There is another theoretical importance, which is: An attempt to pioneer a new research field in communication research based on the study of electronic communication networks through exposure to the theory of the spread of innovations.

The introduction to uses and gratifications and the model of the strong influence of communication media.

Objectives of the study:

1. Identify the reasons that drive people to subscribe to Facebook and Twitter and their relationship to variables (age,

Academic year, number of hours of use, method of use

2. Identify the nature of social relationships across the relevant sites and their relationship to variables (age, year).

Tuition, number of hours of use, method of use

. Detecting the positive and negative effects of electronic networks on social relationships, and their relationship to the variables of age, year of study, number of hours of use, and method of use.

Practical importance:

Due to the spread of the phenomenon of using electronic networks in various societies and in Saudi society in particular

In particular, this research was carried out to identify the impact of the use of social media networks and what results from this

The use has advantages and disadvantages, as it is expected to contribute to the results that the study will reach through

Recommendations to improve the positive use of social networking sites and reduce the negative effects.

Research hypothesis:

The research hypothesis about “the impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia” could be, for example:

The use of social networking sites has an impact on multiple aspects of life in Saudi Arabia, including culture, social relationships, mental health, education, and political communication. This influence can lead to changes in behaviors, social attitudes, and interpersonal interactions.

By analyzing the potential impacts, the study can conclude that the use of social media sites can cause an increase in social disconnection and digital dependency, a change in social values and beliefs, a negative impact on mental and emotional health, an impact on academic performance and educational attainment, and an impact on political participation and communication. General.

It is also possible that there are positive effects of using social networking sites, such as enhancing social communication and communication between individuals, exchanging knowledge and information, enhancing social, political

and cultural awareness, and providing opportunities for learning and personal development.

Based on this hypothesis, research can be designed to test these potential effects and analyze the results to reach reliable conclusions about the impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia.

Previous studies

A number of previous studies were consulted

The subject of the study, including:

Al Saud's study (2013) entitled the motives behind Saudi university youth's use of social networking and the gratifications achieved from them, as its results indicated that more than 85% of the study sample used social networking, and that 88 of them spent using these networks between an hour and less than Two hours, and more than 61% of them use Twitter, compared to 57% of those who use Facebook. The motives for obtaining news, knowing the most prominent global political issues, and searching for events and celebrations came at the forefront of the respondents' motives for using social media networks, followed by the reasons and motives for communicating and communicating with others. The positive attitude was dominant among the respondents regarding the effects of

Social networks

The study conducted on young people in Algerian society by Fares and Dina (2016), entitled: The Impact of Using Social Media Sites on the Behavior of Algerian Youth, concluded that the negative impact is evident in the emergence of new behaviors that are not compatible with societal values, leading to the destabilization of national identity. From a positive social perspective, it has increased awareness of various topics, speeded interaction, and increased knowledge. The study also confirmed that the implications

Social media networks did not affect religious values. In Balbala's study (2019), entitled: The impact of social networking sites on the social values of university students, the aim was to identify the positive and negative effects of these sites on social values, as they affected by (39) their sleeping hours and family relationships due to the increase in the number of hours they spend on social media. Social networks. Some respondents believe that there is a decline in social values. Regarding the positive impact of social networking, it has helped increase the value of teamwork and intensified friendship relationships. The study also confirmed that some members of the sample feel psychological comfort when they use social networking because they see it as an outlet to get rid of the routine of life and achieve cognitive gratifications.

And emotionality.

The study by Al-Kharif and Al-Anazi (2019), entitled: The Impact of Social Media on the Family Relationships of Youth in the Eastern Region, aimed to know the extent of the spread of the use of social networks among young people, and the quality of their relationships with their parents. It was conducted on a sample of young people and parents, and the study showed that there is almost excessive use in the average time spent by young people on social networking sites, and that they prefer to use WhatsApp, followed by Snapchat, then Instagram, and Twitter. The study found that 83.8% of young people had strong relationships with their parents. Regarding the negative effects resulting; The most prominent of these are addiction to the use of social media networks and sleep disorders, and they lead to widespread addiction

The phenomenon of social muteness.

Ahmed's study (2020), entitled: The relationship between the use of social networks and social problems among university youth, aimed to determine the relationship, whether related to their social relationships, their family relationships, or their academic achievement. This study belongs to descriptive analytical studies based on the sample social survey approach. The study tool was a questionnaire that was applied to Qatar University students - male and female - numbering (311). The study concluded that the most important social networking sites used are: Snapchat, followed by WhatsApp, then Instagram, and that the average number of hours that university youth use social media daily is (5) hours, and that the most important reasons for using social media are: playing electronic games with others, in addition to being... An easy way

To communicate with family members and spend free time. as

The study found a moderate relationship between use

Social media and social problems

University youth, whether associated with social problems,

Or family problems, or academic problems

Academic.

Research Methodology :

About "The Impact of Social Media on Aspects of Life in the Kingdom of Saudi Arabia" The following steps can include:

1. Literature Review A comprehensive review of previous research, articles, and studies that discuss the impact of social networking sites in the Kingdom of Saudi Arabia. These sources must be analyzed and conclusions and conclusions related to the topic must be drawn.
2. Identifying the variables associated with the impact of social networking sites in the Kingdom of Saudi Arabia. These variables may include culture, social relationships, mental health, education, and political communication. Specific standard indicators must be defined for each variable.
3. Determine the appropriate study design for data collection and analysis. Surveys, personal interviews, observations, content analysis, and statistical analysis can be used as data collection tools.
4. Collect data based on the specific design of the study. Ethical approval and exploratory participation must be secured from individuals participating in the study.
5. Analyze the collected data using appropriate methods, such as qualitative and quantitative analysis. The results should be interpreted and analyzed based on the specific objectives and hypotheses of the research.

Through this methodology, a comprehensive and reliable study can be achieved on the impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia. Research must be carried out carefully and appropriate tools and methods used to ensure the quality and reliability of the results.

search limits :

1. Time:

The analysis is limited to the effects of social media sites in a specific period of 2022-2023 in the Kingdom of Saudi Arabia.

2. Geography: The research focuses on the Kingdom of Saudi Arabia.

3. Related aspects: The research focuses on the impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia. Specific aspects that will be the subject of analysis can be identified, such as culture, social relations, mental health, education, and political communication.

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Research concept:

The research concept on “The impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia” could include the following elements:

1. Introduction: The introduction to the research includes clarifying the importance of the topic and the general context of the impact of social networking sites in the Kingdom of Saudi Arabia. The introduction includes an explanation of the objectives and research questions of the study.
2. Literature review: It includes a review of previous literature related to the impact of social networking sites on aspects of life in the Kingdom of Saudi Arabia. Previous research, articles and studies are analyzed and conclusions and conclusions related to the topic are drawn.
3. Research methodology: It includes an explanation of the methodology used in the study, including the study design, data collection methods, and analysis tools used. Potential challenges and limitations of the study should be made clear.
4. Data analysis: Data is collected and analyzed using appropriate methods. Content analysis can be used to analyze posts and content on social media sites, and analyze quantitative data using appropriate statistical methods.
5. Results and Discussion: The results are presented, analyzed and discussed based on the research objectives and questions. The results must be interpreted and the impact of social networking sites on different aspects of life in the Kingdom of Saudi Arabia explained.
6. Recommendations: Recommendations are provided based on findings and analyses. The recommendations must be applicable and directed to the relevant authorities to enhance understanding and dealing with the impact of social media sites in the Kingdom of Saudi Arabia.
7. General Conclusions: The general conclusions of the research include a summary of the findings, directions for future research, and the impact of the study on the scientific field and society.
8. References: All sources used in the research are cited according to the approved citation method.

The theoretical framework of the study:

Social networking began to appear in the United States of America in 1995, and its goal was to connect classmates (Alhlalat, H, 2013). In 1997, other sites appeared, such as (Theglobe.com), (Geocities) and (SixDegrees.com). Which aimed to connect friends by creating personal files for users of these sites ,and provided various services, including exchanging messages between friends, but

these sites were not destined to continue; Because it was not profitable for its owners (AISbaiei, Msallam) (2014). In 2005, the My Space website appeared in the United States, where it achieved large percentages of views on its pages on Google, and in late 2006, the Facebook website appeared, which It achieved great success and spread throughout the world in a short period of time, and the goal of Zuckerberg (Mark) was created by a student at Harvard University named Shafeeq, Hasanein, 2011 (Aldobaisi, Abdulkareem, 2013). It was created and designed in a short period of time to create and design communication between students at Harvard University. Then came websites and networks. Communication is emerging, such as Twitter, Instagram, and WhatsApp, and with it, young people's interest in trying it out and using it has increased, each according to their needs and desires.

The concept of social networking sites and networks:

Researchers have many opinions regarding the definition of social networking sites and have become controversial, due to the overlap of opinions and trends in their study, as it is known to some as: "a system of electronic networks over the Internet that allows its subscriber to create his own website, and then connect it through an electronic use system with members." Others have the same interests and hobbies (Jarrar, Lyla, 2012:37). It is defined as: a system of electronic networks that allows its subscriber to create his own website, and then connect it through an electronic user system with other members who have the same interests and hobbies, and it is considered an electronic means Modern social networking, as it is a virtual social structure that brings together people or organizations, represented by meeting points connected to specific types of social ties where participants come together through friendship, kinship, or common interests (Zaher, Radhi, 2003:23). Social networking sites are also known as: "The activity of sharing information and communicating with groups of people who use the Internet, particularly through websites designed specifically for this purpose (Cambridge Business English Dictionary, 2011) Social networking is defined as: "A website designed to help people communicate and share information, images, etc. with a group Like Facebook or MySpace. In light of the previous definitions, it can be noted the overlap in definitions between social networking sites (Cambridge Business English Dictionary, 2011), and social networking sites. In the end, social networking sites are part of social networking sites (Hasan, Ahmad, 2015), and the primary goal of creating networking sites and networks is Social networking is to support communication between individuals, groups, and those with common concerns and interests, to share

information and exchange opinions through the various services the network provides.

Benefits of social networking sites and networks:

Social communication through the Internet has become widespread among people, and the speed and intensity of its spread must have multiple causes that benefit the person using it. There must be benefits achieved by communication through these sites and networks, and among the benefits achieved by communication sites and networks is the expression of identity and self, and seeks to Enhancing individual differences in individuals and strengthening parts of their identity such as race and cultural background, and enhancing personal relationships by developing young people's abilities to establish new relationships, especially with the opposite sex. It also has an important role in creating belonging and a sense of collective identity and enhancing the psychological health and well-being of young people, in addition to facilitating learning and development. Skills and knowledge support, and increases the possibility of seeing family, relatives, and friends despite the distance. It is also possible to obtain all the capabilities and tools that individuals need, to gain diverse experiences from all over the world, as well as to form friendships around the world. (Hwang, 2013).

Motives for using social networking sites and networks:

Many people resort to using social networking sites and networks as a result of motives that influence them and push them towards using them. The distance between family and relatives may be an incentive to search for a way to communicate with them, and escaping from family problems and the pressures they cause makes resorting to social networking sites and networks necessary. To relieve anxiety and stress. Some also fill their free time and make new friends in an attempt to eliminate the feeling of boredom and the desire for novelty (Almegdadi, Ghassan, 2014:35). Young people's strong interest in social networking sites and networks can be explained through the USES & GRATIFICATION theory. According to the theory, The focus of the communication process is the individual recipient, who is considered the starting point in communication and not the means of communication or the media message. Individuals rush towards social media as a result of social, psychological and cultural influences that make them need communication and media. The theory of

uses and gratifications is one of the theories of selective influence within the categories approach. Abdulhameed, Mohamed, 2000:46 (Social, as it relies on the principle of selectivity and that the use of means of communication is subject to personality traits, individual considerations, and personal circumstances, (1998:236, Makkawi, H & ,Al-Sayed L.), The uses and gratifications theory looked at the relationship between means of communication And the audience in a different way, as you see that the receiving audience uses media materials to satisfy certain needs and desires, and after the means of communication were what determined the audience the type of media messages it receives, the public now uses those means to satisfy its desires and needs and has become to a large extent control the content of the messages it displays. Means of Communication (Alhseif, Mohamed bin Abdulrahman, 1998: 26) The theory of uses and gratifications assumes that the public is no longer a passive recipient of means of communication, but rather has become a positive recipient who chooses what he desires, in a way that meets his psychological and social needs that reflect his interests and expectations, and that the desire to choose a particular means of communication to satisfy... Certain needs belong to the public, which has the freedom to choose, which is determined by the individual differences of users. Individuals are the ones who use means of communication, and they know the benefit that will accrue to them by satisfying the needs that they feel need to be met. Accordingly, inferring the prevailing cultural standards in society is through the use of The audience is directed to the means of communication and not through the content of the messages provided by the means of communication. Alkmazahreh, Manal (181): 2012. Based on this theory, there are two types of motives for using means of communication: utilitarian motives, which aim to acquire knowledge and experiences and get to know the self that they reflect. Cultural and educational programs, news broadcasts, and ritual motives, whose goal is to occupy leisure time, achieve pleasure, friendship, relaxation, and escape from problems, and are reflected in entertainment programs, films, and series, meaning that the public prefers to use means of communication to satisfy their cognitive needs, which are linked to increasing knowledge and understanding of the surrounding environment, and are used to satisfy emotional needs. Such as the need for friendship, love, and achieving pleasure and entertainment. It is used to meet personal needs that achieve confidence, stability, and status in society. It is used to satisfy social needs by achieving social communication to strengthen ties with family and friends. In the end, means of communication are used to escape from reality, and work to relieve stress and achieve entertainment to strengthen and achieve Objectives.

Study tool:

The study is based on the use of a questionnaire, which is a tool that includes a set of questions or sentences

The information that the respondent is asked to answer in a way determined by the researcher according to the purposes of the research

Limitations and scope of study

Human limits: social media users

Spatial boundaries: Kingdom of Saudi Arabia

Study population and sample:

The research community consisted of users of social media in Saudi Arabia, in addition to the difficulty of collecting data from males in our conservative society, and the short period for conducting the research.

The study was based on a stratified sample, and the process of collecting data from the Saudi street took place after the researcher explained the objectives of the study to them and asked them for credibility, clarity, and freedom to participate or not. After review, incomplete forms or contradictory answers were excluded because they were not suitable for analysis. Forms were distributed by communication. Social

Study variables:

The independent variable is the use of electronic communication networks and its determinants: (age, educational level, number

Hours and method of use.

The dependent variable is social relations and their dimensions: searching for new friendships, strengthening old friendships, communicating with spatially

distant relatives, communicating with people from different countries and societies).

Statistical methods:

The data was analyzed using the statistical program SPSS, where descriptive statistical methods were used by using frequencies, percentages, and the Pearson correlation coefficient to determine the relationship between some

Study variables.

Results

The majority of respondents use social media for long periods during the day.

A percentage (50.2%) of respondents use social media for more than 5 hours per day.

A percentage (42.4%) spends 3 to 5 hours a day on these means.

(44%) of respondents use social media for 1 to less than 5 hours per day.

There is a very small percentage (7.5%) of respondents who use social media for less than an hour per day.

The results of the study indicate that the majority of the Saudi public (in the study sample) confirmed that the impact of social media is “neutral” on social values, as their percentage reached 70%, while 55.7% of them felt a negative impact on social values, and 20.3% considered that it has a positive impact. .

The study found that there is a statistically significant correlation between the duration of the Saudi public’s use of social media and its effects on social values in Saudi Arabia from their point of view.

In addition, there are no statistically significant differences in the impact of social media on societal values in Saudi Arabia from the point of view of the respondents according to their demographic characteristics such as gender, age, and educational level.

Study recommendations

The study recommends thinking about the impact of time spent in front of computer screens and mobile phones, which is linked to Internet streaming, as a focus for research into the impact of new media and their applications. It is also necessary to make effective use of time, as using social media for more than three hours a day is considered excessive.

Parents stressed the need to monitor their children while using social media because some sites do not adhere to ethical values. In addition to emphasizing the importance of protection from the influence of Western civilization patterns, as social media contribute to the spread of these patterns that negatively affect our Arab and Islamic culture.

Young people should also be made aware through families, educational institutions and awareness pages on digital media about the negative effects that may result from excessive use of social media.

Based on the previous information, it can be said that social media represents a double-edged sword in its influence on social values. It can be a tool to preserve and enhance values, and even to combat and prevent negative phenomena, or it may constitute a danger that threatens commitment to values and spreads negative behaviors that are disproportionate to our society. The proper use of these platforms by individuals and entities concerned with education plays a crucial role in influencing new generations with content that affects them and instills positive values in them.

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