



The effect of social media on social values in UAE

تأثير وسائل التواصل الاجتماعي على القيم الاجتماعية في دولة الإمارات العربية المتحدة

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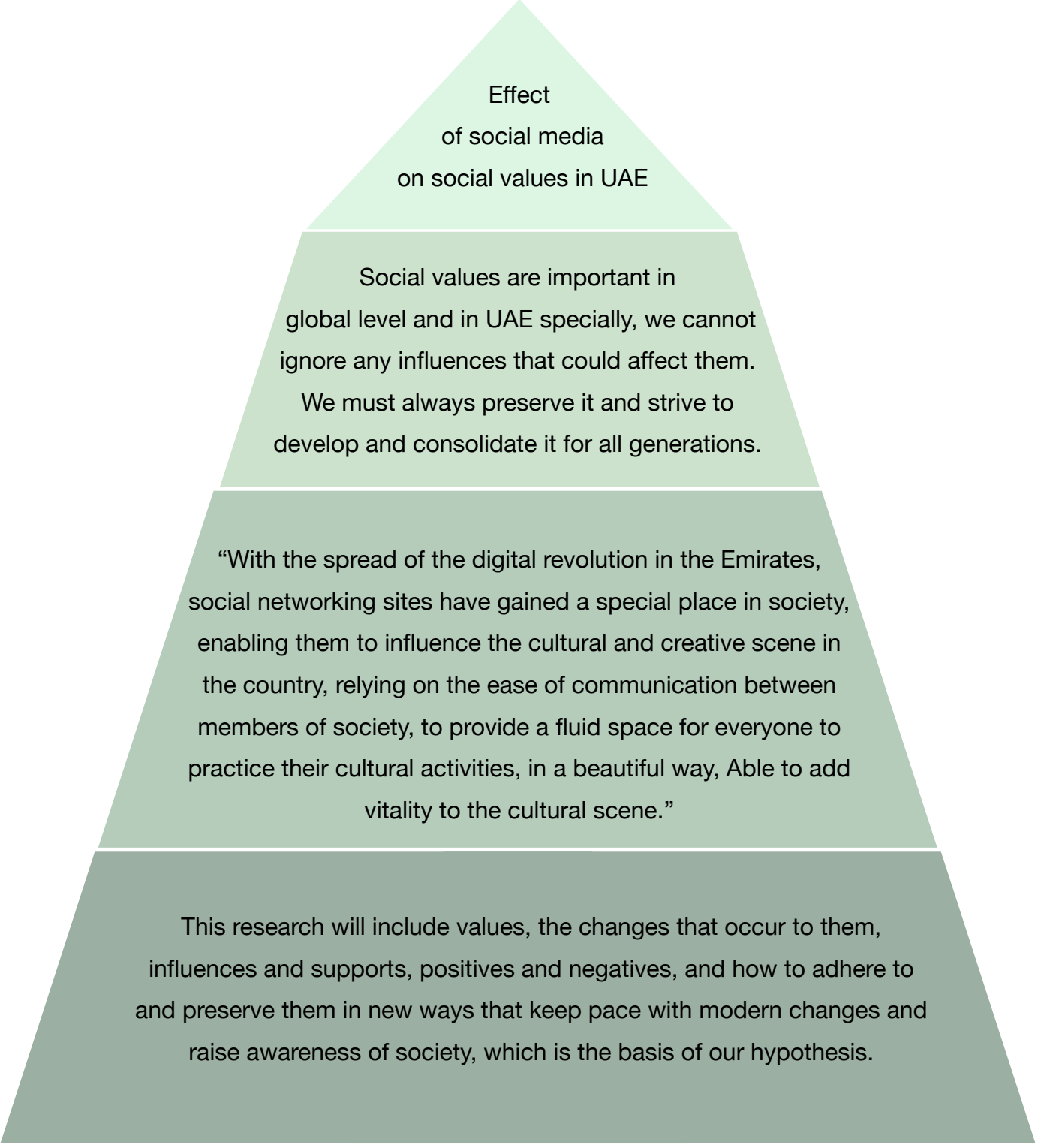
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Introduction

Nowadays, Digital media has become an important part of this world, and it has invaded the lives of everyone, including children and adults. In light of digital media comes social media, which also constitutes an important part of the lives of most users. The uses of social media are widespread in all fields, and they even contain many positives and negatives that help communities in their daily and professional lives. In my research, I will discuss the use of social media in the UAE and how it affects Emirati social values, both positively and negatively. This is due to the observation of the strong impact of social media on society and the speed with which it conveys news and events and influences users. It has also become an important part of education and an easy means of communication between the educational side and the parents. It has become somewhat of an obligation for everyone to use it to stay informed and familiar with all that is necessary. He has to know it. However, it provided the community with time to do other tasks while viewing and receiving news through social media. Here we touch on its impact on Emirati social values. We can be certain that it played a major role in chronicling the history and values of Emirati society and preserving it for future generations while it is circulated successively on anniversaries and social occasions. In this research, society may be interested in what will be presented as a type of awareness and new solutions to preserve social values, adhere to them, and preserve them in the correct manner in light of social media.

Literature review



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Social values are important in global level and in UAE specially, we cannot ignore any influences that could affect them.
We must always preserve it and strive to develop and consolidate it for all generations.

“With the spread of the digital revolution in the Emirates, social networking sites have gained a special place in society, enabling them to influence the cultural and creative scene in the country, relying on the ease of communication between members of society, to provide a fluid space for everyone to practice their cultural activities, in a beautiful way, Able to add vitality to the cultural scene.”

This research will include values, the changes that occur to them, influences and supports, positives and negatives, and how to adhere to and preserve them in new ways that keep pace with modern changes and raise awareness of society, which is the basis of our hypothesis.

Research design and methods

What is the effect of social media on social values in UAE?

objectives and importance:

This research aims to preserve UAE social values.

Positively influence social media platforms, display and disseminate true Emirati values.

hypotheses:

Using local social media influencers for supporting

study sample:

A group of locals who using social media a lot.

A group of locals who have little use of social media.

tools used in the research:

Social media

Influencers

Implications and contribution to knowledge:

Obtaining statistics that helps know the extent of the influence of social media

Contributing to spreading awareness of social values

Reference list

<https://www.albayan.ae/five-senses/mirrors/2019-07-14-1.3604739>