



Students follow up on social networking sites to gratifications achieved A field study of a sample of students of the College of Mass (Communication - University of Baghdad)

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ABSTRACT

The purpose of this research is to describe it, and the survey method is used to survey the target audience of the research, in order to identify the extent of the impact of non-permanent interconnection sites on university students in their exposure to daily events in Iraq and in order to come up with specific scientific conclusions that answer the research questions. The significance of the study is based on the widespread use of timeless bonding methods which have become a vital part of people’s lives. In fact, people are so accustomed to using these websites that they may become addicted at times. These websites also appeal to a wide range of age groups in different nations, especially university students.

The research required dividing it into three sections. The first examined the methodological framework of research, which included the problem of research, its importance, its objectives and its methodology, as well as the research community, its sample and its areas. The second examined the theoretical framework of research, which included the concept of the sites of non-permanent interconnection, its types, its motives and effects. The third part was the research field framework, which included how the results were presented and interpreted.

Keywords:

In recent years, the importance of Internet has grown to the extent that many people can no longer ignore it. It has become popular to many different types of people for many reasons, but the most important is that it has unique qualities that allow it to serve its users in many ways, both as a means of communication and as a source of information about politics, science and other topics.

Non-permanent interconnection means have flourished rapidly in recent years and have become the only mechanism through which they imposed their authority on all societies with billions of users. All these activities, which make it a double-edged

weapon, will promote human culture and encourage many excellent ideals. Nevertheless, it has also contributed significantly to the imposition of many unwanted behaviors that societies, especially Arab countries, suffer from greatly. It played an important role in the spread of violence and crime and the disintegration of many Arab families, and the attitudes of Arab youth have changed. Facebook is more popular than the rest of the non-permanent interconnection sites that emerged in the 21st century. Through which a personal profile that identifies the person is created, communication and acquaintance with all participants on the site is carried out to convey knowledge and news as well as the formation of insights and trends without restrictions.

First Topic**Methodological Framework of Research****First: Research Problem**

The research problem can be identified by the following questions:

- 1- What are the most popular non-permanent sites among college students?
- 2- How non-permanent means of interconnection affect the understanding of university students of daily events in Iraq?
- 3- What are the age groups that use social network sites the most?
- 4- What suggestions do you have to help college students learn about current events through social media?

Second: Research Importance

The importance of the study stems from the wide spread of non-permanent interconnection sites, which have become a vital part of people's lives in fact, people have become so accepting of the use of these sites that they may become addictive in some circumstances, and these effects appeal to a wide range of age groups in different countries, especially young people. The university has a great positive and negative impact on the lives of individuals as well as the lives of entire peoples and nations.

Third: Research Objectives

The research aims at achieving the following objectives:

1. Learn about some of the most famous non-permanent interconnection sites for college students and what they are called.
2. To determine the extent of the impact of non-permanent means of interconnection on the exposure of university students to daily events in Iraq.
3. Identify the most active age groups on social networking sites.
4. Identify proposals that use non-permanent means of interconnection to help university students learn about current events.

Fourth: Research Methodology and Its Type

In order to determine the extent of the impact of non-permanent interconnection sites on the exposure of university students to daily events in Iraq and to reach specific scientific conclusions that answer the questions, this research uses the survey method in the context of the survey of the target audience in the research and the use of research questions and relying on the questionnaire as a research tool to obtain accurate and correct information from the respondents in this approach.

Fifth: Research Community and Its Sample

The research community represents the students of the College of Media at the University of Baghdad at the level of primary studies, both male and female for the academic year (2020-2021). The researcher selected an intended sample of the research community of 50 students, consisting of 25 male and 25 female students. Students in the third and fourth stages in particular are more mature, conscious and informed, which allows them to respond more accurately to the study questionnaire than students in previous stages.

Sixth: Research Areas and Its Limitations

The areas of research can be identified as follows:

1. Spatial Field: The spatial limits of the research were limited to the College of Media at the University of Baghdad.
2. Time Field: The time limits of the research were limited to January 2021, where the field research procedures were completed, this means that the questionnaire form was given to the respondents, collected from them, calculated and evaluated.
3. Human Field: The limits of human research were limited to students of the College of Media at the University of Baghdad.

The Second Topic**Theoretical Framework of Research**

There are many ways to explain what a social network site is:

- One way is that a group of people with similar interests and habits want to communicate with each other online (1).
- According to Wikipedia (2), "an electronic networking system allows a subscriber to create their own website and then link it through an electronic social system to other members with the same interests and hobbies".
- Social networking sites can be considered as virtual social cafes that bring together a group of people to share knowledge, the difference between a real cafe and an art cafe is that the latter can be carried with you (3).
- Social networks have been defined as online social gatherings whose users can have open discussions over a long period of time, associated with positive human emotions, within a specific framework (4).
- It is also defined as an online virtual community that brings together a group of people with similar interests who share their

experiences and information through a common application structure (5).

Second: Types of Social Networking Sites

There are three categories of social networking sites:

1- Facebook

It is a social networking platform that allows its users to interact with each other using the site's facilities and build meaningful relationships and friendships. It also allows natural persons in their real capacity, as well as legal entities such as companies, boards and organizations to pass through it and open up new horizons for revealing their identities to the public.

The naming of Facebook came along the lines of what was called the "Book of Faces", which was printed and distributed to university students, for the purpose of communication and acquaintance among them, especially after graduation from the university, where students after graduation go to different and scattered places, to be the "Book of Faces" is the way to communicate with each other, and the conditions of registration on Facebook at that time were determined by the person having an e-mail issued by the educational institution (university, college, school). In 1226 A.D., anyone could have an e-mail, and thus become a member of Facebook, provided that they are above the age of 13 years according to the latest figures for 2016, the number of Facebook users is expected to increase Worldwide (active monthly) about 1.6 billion, with more than 113 million members in the Arab world (6).

This website seeks to achieve a set of tasks (social and professional) as follows (7):

Social activities: considering the beginning of Facebook as a site for university students, this encouraged many individuals to join it, as various social interactions took shape on it about searching for friends through the information in their profiles, in addition to befriending new people, where it is easy to identify common interests among them and

communicate with them, with the possibility of expressing opinions freely through the feature of writing notes on the user's page, in addition to other interactions such as following the latest games and buying and selling services provided by Facebook.

Professional activities: for advertising, many companies and professional institutions have become dependent on Facebook in advertising and marketing their products and services, searching for the required employees, promoting teamwork among individuals, in addition to the possibility of continuous review of the progress of the organization's projects and the exchange of ideas and images related to business in general.

2. Twitter

This site emerged in the beginning of 2006 and provides what is known as the "micro-blogging" service, where it allows its users to send Tweets "Twitter" of information, news, periodic events and others with a maximum of "140 characters" per post. This is done by sending text messages or using instant messaging applications. Twitter is one of the most important competitors of the well-known non-permanent interconnection site "Facebook", whose popularity has grown steadily. Twitter's rapid expansion has continued in the years since its launch, making it a powerful and highly versatile micro-blogging medium that can be used for everything from marketing to liking and following celebrities, as well as publishing and sharing various news, information and data (8).

It is worth noting that Twitter users communicate in a public environment where they can see what others are saying and use search engines to find comments on various topics on the site. Most organizations and companies use it as a combination of a microblogging service and an essential and crucial social media tool.

According to the latest statistics for 2016, the number of Twitter users is estimated at more than 312 million monthly active global users, and the site's operators indicate that they are taking additional steps to improve the level of services provided by the site and increase the

number of its users (9).

Twitter is one of the non-permanent networking platforms that has played an important role in some major political events that have occurred in several countries recently, whether Arab or international. The length of small text messages on Twitter can reach 140 characters (10).

3. YouTube

The idea of this site came to provide a video file sharing service uploaded by users, whether these videos are informational, funny, entertainment, or personal. Anyone may publish and download what they want within the limits of the site's policies, as well as republish what other users post and search for information by keyword, category, or person. YouTube, whose user base has exceeded "one billion" is linked to various blogging networks to be one of the most important and useful non-permanent interconnection sites on the internet (11)

YouTube has been used in various fields, especially political ones, because it has allowed many companies, institutions, large organizations, famous personalities, artists, advertisements for goods and services, and many sports teams to present themselves through this medium. It has become an important part of distributing, communicating and presenting programs and ideas to the public (12).

Third: the Reasons for Using Social Media

People pay to use non-permanent interconnection sites for many different reasons, which differ in terms of their goals and motivations as follows (13):

1. Distance between family and relatives: the distance between family and relatives, as well as the need for some close relatives to travel for work or treatment, led to an attempt to find a way to communicate with these people, which served as the main reason for resorting to social networking sites.

2. Family Issues: many people use non-permanent interconnection sites as a way to get rid of family issues that occur at home, so they are looking for new friends as a way to

get rid of stress.

3. Lack of job opportunities: many young people resort to non-permanent interconnection sites to escape the unpleasant reality of unemployment and lack of job opportunities, and this depletes their energy and ability to give and achieve.

4. Free time: to relieve boredom and the desire to rejuvenate, some use their free time to talk with friends and make new friends, trying to create a social atmosphere behind computer screens.

Fourth: Non-Permanent Interconnection Sites and Their Effects

Means of non-permanent interconnection sites have a wide range of useful and negative consequences. Here is how to explain some of its beneficial and negative effects:

Positive Effects

1. Bridging the gap between continents: timeless interconnection sites are a technical innovation that has enabled people to see their relatives and family members, as well as hold business meetings and complete many jobs that were impossible to complete before.

2. Gaining experiences and making friends: the non-permanent interconnection sites have been able to provide all the capabilities and tools required for individuals to gain experiences and make friends from all over the world.

3. Strengthening old friendships: when people were afraid of cutting ties with old acquaintances, non-permanent interconnection sites stepped in to help reestablish those old friendships (14).

Negative Effects

1. Weak family relationships and relative family isolation: due to the long periods of sitting in front of the TV and playing computer games, the Arab family has become weak and troubled in its essence, and the individual personality has become prevalent among its members. There was a decrease in interaction between family members, the relationship between spouses, children and parents deteriorated. Not to mention the toxic beliefs that these terms spread and that have a detrimental effect on

the behavior of an individual within his family, be it a husband, father, mother or son.

2. Distancing between the spouses in discussing family matters: the dominant feature between the spouses within the Arab family has become busy with his or her own electronic device, whether it is a mobile phone, a computer, or watching movies, that led to a problem which is a huge gap between spouses, each is busy with her/his own world and does not find time to

discuss family and children's problems, which leads to family disintegration and lack of communication.

3. The presence of a consumerism in the family, especially among young people: the spread of a consumerism culture and the goal of exceeding the financial capacity of the family from the negative repercussions of the expansion of contemporary means of communication. It is always difficult to stay on

non-permanent interconnection sites, which is what the major mobile companies are striving to achieve, working to flood the market with new high-tech devices every few months until the consumer tries to update, putting pressure on the Arab family budget and causing economic problems

that may eventually destroy the whole family (15).

Third Topic

Field Research Framework

Analysis of Results and Their Interpretation

The results of the analysis and interpretation of the questionnaire data based on the data obtained from the questionnaire forms that were issued to the respondents were included in this section of the study, and the responses were classified in tables with recurrences and percentages, which were then commented for explanations and indications of the respondents' responses as follows:

Table (1) shows the relative gender distribution of the respondents

Gender	Recurrence	Percentage	Rank
Male	25	50	First
Female	25	50	First
Total	50	%100	

The data of Table (1) shows that the sample of the study was distributed evenly among males by a total of (25) and (50%) and females by a total of (25) and (50%), and based on this we conclude that the sample is half male and half female, i.e. equal in terms of gender.

Table (2) shows the age groups of the respondents

Age Groups	Recurrence	Percentage	Rank
18 - 21	27	54	First
22 and above	23	46	Second
Total	50	%100	

According to the data provided in Table (2), the age group of the respondents (18-21) ranked first by (54%) and the age group (22 and above) ranked second by (46%) and based on this we conclude that the age group of the respondents (18-21) ranked first.

Table (3) shows the number of hours of exposure to mobile devices

Exposure Hours	Recurrence	Percentage	Rank
Half an Hour - 1 Hour	32	64	First
2 Hours - 3 Hours	13	26	Second
3 Hours and more	5	10	Third
Total	50	%100	

According to the data in Table (3), the category (half an hour-hour) came in first place by (64%), then the category (two hours - three hours) came in second place by (26%) and the category (three hours or more) came in third place by (10%), so we can conclude that the number of hours the respondents were exposed to watching social programs on television was (64%) (half an hour - an hour).

Table (4) shows the appropriate exposure locations for you

Exposure Locations	Recurrence				Percentage	Rank
	Males	Percentage	Females	Percentage		
College	5	10	8	16	26	Third
House	9	18	5	10	28	Second
College and House	11	22	12	24	46	First
Total	25		25		%100	

Table (4) showed that the category (College and House) came in first place by (46%), followed by the category (House) in second place by (28%), and the category (College) in third place by (26%) of the total. Therefore, we can assume that the favorite places for respondents to use non-permanent interconnection sites are (College and House).

Table (5) shows which applications you watch the most

Applications	Recurrence				Percentage	Rank
	Males	Percentage	Females	Percentage		
YouTube	6	12	5	10	22	Second
Twitter	3	6	1	2	8	Fifth
Snapchat	1	2	1	2	4	Sixth
Facebook	10	20	10	20	40	First
WhatsApp	3	6	3	6	12	Fourth
Viber	2	4	5	10	14	Third
Total	25		25		%100	

Table (5) showed that the Facebook application came in first place by (40%), followed by YouTube in second place by (22%). Viber came in third place by (14%) and in fourth place by (12%) came WhatsApp and in fifth place by (8%) came Twitter and finally in sixth and last place by (4%) came Snapchat. We can conclude that Facebook is one of the most famous sites of non-permanent interconnection between students.

Table (6) shows the daily issues and events that you follow

Issues and Daily Events	Recurrence				Percentage	Rank
	Males	Percentage	Females	Percentage		
Political Events	8	16	5	10	24	Third
Social Events	6	12	17	34	46	First
Sports Events	10	20	3	6	26	Second
Other Issues	1	2	1	2	4	Fourth
Total	25		25		%100	

Table (6) showed that (Social Events) ranked first by (46%) followed by (Sports Events) ranked second by (26%), (Political Events) ranked third by (24%) and (Other Issues) ranked fourth and last by (4%). Thus we conclude that (Social Issues and Events) are the most important topics followed by students.

Conclusions

Based on the results, the researcher arrived at the following conclusions:

1. College students are exposed to non-permanent interconnection sites that take up a significant amount of their time.
2. Facebook is one of the most famous non-permanent interconnection services among university students.
3. The information that university students are most exposed to is social issues and events.
4. Non-permanent interconnection sites play an important role in students' daily monitoring of events in Iraq.
5. The actions of students are greatly influenced by their use of non-permanent interconnection sites and their subsequent follow-up to these sites.

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