

New media and its social implications in Arab society (Sudan, Egypt, Saudi Arabia)

*¹Khalid Osman Hamid, ²Yousif Osman Yousif

¹ University of Khartoum, Radio FM 93.3 Uof K, Sudan

² Sudan university of Science and technology, Faculty of Information, Sudan

Abstract

New media (interactive media) defined as everything related to the Internet such as social networking sites, and other forms that carry the contact between individuals, groups or communities over the Internet.

The researcher noticed that the usage of smart phones and social media by family members has negative effects on socialization. The main important objective of the current study is to determine the negative and positive reflections of the new media on the Arab community. The researcher used descriptive analytical approach, the samples that has been chosen were 150 samples; 50 samples from Republic of Sudan, 50 from Saudi Arabia and 50 from Egypt. The researcher used Statistical Package for Social (SPSS) software version 16, graphic formats, multimedia distribution for answers, percentages and KIE square test. the important results of the study included was that, the internet is isolated people from their community environment, also the community nets provide a really positive effect on a person social relations, so that they stimulated the communication skills with other persons. when parents used a lot of internet for much time the socialization would be weaken and affected the follow-up of sons in late years of socialization, the researcher deducted that there must be a complementary communication between the families and the formal socialization institutions.

Keywords: social media, effect, families

1. Introduction

Media within a cultural, historical and cultural context acquires the characteristics of the age at which it is born at, and its characteristics ^[1]. The information era has produced a new media pattern, and in fact it differs in its concept, features, characteristics and means from the previous media styles. It also differs in its effects, political, cultural and educational influences to the extent that some of them have called us the era of media. But because its modern means have reached far depth goals, researchers see to define the new media as (interactive media) everything related to the Internet such as social networking sites, social networks and other forms that carry the contact between individuals, groups or communities over the Internet.

There are difficulties to play a supervisory role despite the awareness among many of us about the importance of the new media; also there is a difficulty to monitor the issues and topics posed by information media, and its impact on the situation of families in Arab society and its impact in the process of socialization. The impact of new media on the relations between (invidual) members of family, and family cohesion in the Arab society, the researcher considers the preoccupation of many family members with smart phones and social networking sites, which makes communication difficult within the family, although they are often combined in one place. All these motivated the researchers to perform this research.

The importance of this research lies in the fundamental dimension of theoretical importance, which is concentrated in filling an important gap in research and studies of socialization, concerning the study of the impact of the new media on the process of socialization.

This research presents a new theory and knowledge about the new media and its relation to socialization as a process on the one hand, and the impact of the new media on the content of the socialization of children and young people on the other hand, and providing new theoretical additions on the impact of the new media on young people and adolescents and on the process of socialization ^[2]. With different dimensions, as well as reaching indicators of the most important cultural changes that resulted from the follow-up young people to the new media in the Arab society.

There were lack of knowledge in using new media as educational media, or less of publication worldwide specially in Arab world about new media, so this consider as effort that will contribute to this field.

The objectives of the current research was perform attempt to reach out to the new media and define it, and determine its positive and negative repercussions also urge media professionals to create theories to recruit and educate the community in disseminating and disseminating information through the new media (community media), finally Comparison of the impact of the usage for new media in the communities under study.

2. Materials and methods

The researcher relied here on collecting data on the questionnaire and observation. The questionnaire is based on one of the effective methods of collecting data in the framework of descriptive studies. It is also an appropriate tool for the social survey method, in addition to the purpose of obtaining the information required by the study and the nature of the sample.

The researcher used previous studies and research on the new media in order to form a comprehensive idea and use them to prepare the research well and enrich it as much as possible with information that has not been addressed before and then the researcher commented on these studies in relation to the current study.

The questionnaire was adopted as a main tool for collecting data from the sample of the study. The questionnaire consisted of two main sections:

The first section includes demographic data for the respondents and contains six questions (homeland, gender, age, edifying level, marital status, and profession).

Second section: Contains the phrase of the study and contains (18) statement or variable analyzed according to non-scientific standards, where the terms cover all questions and questions related to the subject of the study. The questionnaire also included the objectives of the study and urged the sample to choose the answers that fit their opinions away from prejudice, because of the hypothesis and the research questions were divided through (18) phrases.

Study society: The study community is the total group of elements that the researcher seeks to generalize the results related to the problem studied.

The sample of the study was randomly selected from the study community. The researcher distributed 150 questionnaires to each of the respondents in his country by traveling to Saudi Arabia, Egypt and Sudan. The researcher's observations about the nature of the three communities are similar in the social structure and common in terms of belief and language. The researcher chose the three communities Representative of the Arab community.

To achieve the objectives of the study and to verify its hypotheses, the following statistical methods were used:

1. Graphs.
- 2 - The frequency distribution of the answers.
3. Percentages.
4. Test the Kai box to indicate the differences between the answers.

To obtain as accurate a result as possible, the statistical program SPSS, which refers to the Statistical Package for Social Sciences, was used.

In order to ascertain the apparent stability of the questionnaire and the validity of its terms in terms of drafting and clarity, the researcher presented the questionnaire to a number of arbitrators (Prof. Awad Ibrahim Awad, Dr. Abdul Rahman Qureshi, Dr. Sarah Hussein Al Fadl, Dr. Omar Mohammed Osman Al Jazali) also questionnaire viewed and reviewed by a specialist in statistical analysis.

The researcher uses the descriptive approach in a serious attempt to diagnose the phenomenon of the new media from a social perspective as a complex and complex phenomenon. The researchers did not arrive at a specific definition despite its richness of information. Hence, the researcher proceeded to discover its dimensions and effects in order to improve the way of dealing with the new media and its usages in order to develop solutions to reduce risk.

The frameworks for the current research can be defined as follows:

1. Age frame: males and females in the age group (15-45) years.
2. Geographical framework: Khartoum / Jeddah / Cairo as representative of Arab society
3. 3 - the framework of the medium: smart phones and the Internet using them (applied to social networks)

4. Timetable October 2015 August 2016.

The current sample is a sample of 150 samples with 50 samples from Sudan, 50 from Saudi Arabia and 50 from Egypt.

3. Results and Discussion

Table 1: The frequency distribution of respondents according to homeland

Percentage %	Frequency	Homeland
33.6	50	Saudi Arabia
32.8	49	Sudan
33.6	50	Egypt
100.0	149	Total

Table (1) showed that 33.6% of the respondents were Saudi or Egyptian, while 32.9% were Sudanese with the absence of an incomplete questionnaire, in Sudanese society. The researchers were not considered census of each country.

Table 2: shows the frequency distribution of respondents by gender

Percentage %	Frequency	Homeland
50.3	75	male
49.7	74	female
100.0	149	Total

Table (2) showed that 50.3% of the respondents were male, while 49.7% were females. This does not mean the ratio between males and females in Arab society are equal or even approach equal.

Table 3: shows the frequency distribution of respondents according to age

Percentage %	frequency	Age group
20.1	30	20 – 15
8.7	13	25 – 21
14.1	21	30 – 26
19.5	29	35 – 31
15.4	23	40 – 36
22.2	33	>41
100.0	149	Total

Table (3) indicated that 20.1% of the respondents were 15-20 years old, while only 8.7% were between the ages of 21-25 years, 14.1% and (19.5%) were 31-35 years old, and 15.4% were 36-40 years old, while 22.1% were more than 41 years. This means that the proportion of those over the age of 41 is the large ratio of the respondents.

Table 4: The frequency distribution of the respondents according to educational level

Percentage %	frequency	Educational level
12.8	19	Primary school
25.5	38	Secondary school
40.9	61	Graduated college
20.8	31	Post graduated
100.0	149	total

Table (4) showed that, only 12.8% of the respondents had a primary level of education, while 25.5% had secondary education, 40.9% (20.8%) of them were above the university

level, which means that most of the respondents had a university level of education.

Also study found that 43.6% of the respondents were married, 42.3% were single, 7.4% were widows and 6.7% were divorced.

In add to that study showed that 20.9% of the respondents identified as students, 20.3% were from the public sector or housewives while 33.8% were from the private sector. 4.1% of them were retired, while only 0.7% was employed or not, which means that most of the respondents were from the private sector. The other categories are unemployed and others join with other professions. Also the current research found that the vast majority (95.3%) of the respondents surf the Internet while (4.7%) do not surf the Internet or they understand the term of browsing in a sense that is not intended by the researcher.

Study revealed that the vast majority of Arab society does not adopt (32.2%) views and views published on social networking sites. Also most respondents did not agree with the education of children using the Internet at the primary level (44.3%), while those who agree with them, but with controls (38.9%). In add to that the most visited sites were social sites (62%), (71.4%), (75%) for Saudis, Sudanese and Egyptians, respectively. There were no statistically significant differences between the three communities (value of 0.688).

The majority of Egyptians (60%) surf the Internet in limited sites, while there is a significant difference between those who surf on limited sites and who browse on sites that attract attention (54.3%), (48.9%) for Sudanese and Saudis respectively, and there are no significant differences Among the three communities (significant value 0.361).

After the Internet, most people in the environment of the Egyptians (76.0%) were isolated from the society as well as by a moderate percentage of people in the environment of Saudis and Sudanese in social interaction with statistically significant differences between the three societies (0.000).

Most of the Saudis (54.0%) do not adopt the views and views published on social media sites, while most Sudanese (49.0%) espouse these views and views moderately, while most Egyptians (40.0%) adopt opinions published online with differences Statistically significant among the three communities (significant value 0.000). Most of the Egyptians (56.0%) prefer to actually mix with people on the social networks, with the difference between them and the majority of the respondents (49.0% and 61.2%). Statistical significance between the three communities was detected (significant value 0.000).

The majority of Saudi, Sudanese and Egyptian respondents (68.0%, 91.7% and 74.0% respectively) believe that social networks have an intellectual impact on the user. The type of impact is positive on 77.8% of Sudanese and negatively on the Egyptian society (51.4% between the negative and positive impact of the Saudi society with significant differences between the three communities (value 0.008, 0.021)

Most Saudis and Egyptians (50.0% and 52.0%) respectively do not agree with the education of children using the Internet at the primary level, while most Sudanese (61.2%) agree with the existence of controls. There are statistically significant differences between the three communities (0.003).

The utilization of the Internet at a daily rate for Saudi, Sudanese and Egyptian communities were (74.0%, 77.6% and 58.0%), respectively. There are no statistically significant

differences between the three communities (significant value 0.240).

Most of the time when most Saudis (60.0%) are connected online is the evening, while most of the Sudanese (39.6%) online are night, while most Egyptians (62.0%) are online. In the morning period there are statistically significant differences between the three communities (significant value 0.000)

Previous studies have been subjected to some of the concepts of the current study in terms of the impact of the media on society and the family in general and the individual in particular, and this study is an extension of previous studies, but from a different perspective and a reflection of the new media on socialization.

In a novel study conducted by the ELShamas *et al*.; concentrated on youth and internet cafés and the study sample was conducted on the first year students of the Faculty of Education while the current study aims the ages of 15 and above. The new media discusses the internet and the reflection on the process of socialization.

The study of the researcher Jihan Abdul Salam on the social behavior of the child in the late childhood of 9 to 12 years while the current study targeted the ages from 15 to 45 years, also Jihan addressed the traditional media (Television) while the current study will study the new media.

In Study carried by researcher Amani Omar, she discussed the impact of children watching drama in terms of their social development. The researcher identified here the drama presented in the media in general while the current study will focus on the implications of the new media in the process of socialization in the Arab society.

Conclusion

There was significant change for using new media among Arab countries in three selected countries.

Supervision of Youngers those who use new media is required.

Egyptian society use internet more than other two nationalities.

Recommendations

More directed studies are required in this field.

Internet become the frequent tool of learning among countries so more need in the using of this tool is needed.

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