The role of social networking sites in developing political awareness among the Iraqi public

Mohammed Adnan Hussein[#1]

[#]*Department of Art Education, College of arts, University of Diyala.*

[1]mohmat0@gmail.com

Abstract— **This study is a try to highlight the existing controversy in the role played by social networking sites, between spreading and developing political and social awareness, by devoting a culture of participation that leads to the formation of positive attitudes towards political issues, to achieve political development and access to democracy. It also has a positive role in terms of Social through a positive awareness, education and contribute to the consolidation of the culture of social volunteering, and its negative impact on the stability of Arab countries and societies by spreading the culture of violence, terrorist extremism, provoking strife and spreading chaos. Young people through it, as a result of its broad impact on all segments of society, whether these sites are Facebook, Twitter, YouTube, WhatsApp, Instagram, and many other sites that are easy to use and cheap, and provide many services such as the ability to access a large number of Individuals in a short time, and the feature of concealment and non-disclosure of the true identity.**

Keywords— **Social Networking Sites; Political and Social Awareness; Culture of Participation; Positive and Negative Impact; Stability of Arab Countries and Societies.**

I. INTRODUCTION

Technical development led to the emergence of social networking sites on the Internet Social (Networks Site(SNS), which facilitated the transfer of information and communication between individuals, so it brought the distance closer and shortened distances, it has become one of the indispensable necessities of life, and moved the media to unprecedented horizons and the emergence of social networking sites gave its users great opportunities to influence and move across borders without censorship except in a relatively limited manner and highlighted the movement of Arab youth, which was represented by the revolutions witnessed by some Arab countries [1]. The ability of this type from the media to influence the change of the features of societies and give an added value in political life and a warning to the competition of traditional media [2]. In light of the momentum of events on the political scene, the media plays a major role in shaping the political awareness of a wide sector in any society, which has become aware of its information and recognizes the different points of view about the same event or political issue from it, so it can be said that the media is no longer satisfied with conveying reality, but also presents the different views analysed for this reality, whether they are for political activists, political parties, government officials, experts and others, The role of the media is no longer to produce cultural awareness of political affairs only, but its role has become to convey this awarenes, and shed light on the activities of the actors associated with the same event or issue, within the framework of the so-called development media. In this research, we dealt with three chapters, the chapter included the methodological framework of the study and the second chapter, the theoretical framework of the study [3]. As well as the applied framework of the study, as the researchers relied on the descriptive approach, which is inferred in revealing the role of social networking sites Facebook, Twitter, Instagram, YouTube, in developing political awareness among the Iraqi public, as the appropriate approach to reach accurate results in the analysis where it explains the variables that make up and control their existence [4]. The researchers also relied on the questionnaire distributed to the research sample represented in Users of social networks Facebook, Twitter, Instagram, YouTube, (Iraqi public) [5].

II. STUDY METHODOLOGY

First: The research problem:

The research problem crystallizes to identify the role of social networking sites Facebook as a model in developing political awareness among the Iraqi masses, and the following questions branched from it [6]:

(1) What are social networks?

(2) How did social networking sites deal with political opinion in the contents of their publications?

(3) Has the content of social networking sites achieved the development of political awareness among the Iraqi masses?

(4) Are social media alternative media?

Second: The importance of research:

The importance of the research topic emerges from the use of a lot of social networking sites and the presence of the political side in most of its topics, and politics is one of the most important vital influences on the lives of the masses, including the economic and social aspect and various fields of public and private life that depend on the political awareness of the masses, and the importance of research comes as follows [7]:

(1) From research that deals with the topics of the age and the increasing role of the public in drawing the map of Iraqi political change.

(2) Social networking sites are considered one of the political and cultural development projects.

(3) Social networking sites are an alternative media in which criticism is practiced and a new party to organize among members of society, as well as discussing sensitive topics in political and social mechanisms as well as tensions between control and freedom.

(4) Social networking sites are the means of communication between referees, decision-makers, and the public.

Third: Research Objectives:

The research seeks to achieve the following objectives [8]:

(1) Identify social networks, the most important of which are Facebook, Twitter, Instagram, YouTube.

(2) Identify the social networking sites' treatment of political opinion in the contents of their publication.

(3) Shedding light on the realization of the contents of published social networking sites and developing political awareness among the public.

(4) Identify the attitudes of social networking sites towards political awareness.

Fourth: Study Population:

A- Spatial Domain [9]:

Social networking sites Facebook, Twitter, Instagram, YouTube.

B- Temporal Domain:

The researcher started his study on 01/01/2021 and ended on 01/02/2021 (the duration of the study is thirty days)

C. Substantive Area:

Its limits are limited to describing the development of political awareness among the Iraqi public who uses the social networking sites Facebook, Twitter, Istikram, and YouTube.

Fifth: Research Sample:

The research sample (Iraqi public) represents users of social networking sites of the international network (Internet) using a random sample of users of mass networking sites Facebook and Twitter. Instagram, YouTube.

Sixth: Type and Methodology of Research

This study belongs to descriptive research, as this type of research describes the phenomenon in its current state and depends on the withdrawal of one sample from the study population that collects its data only once [10]. The descriptive approach is inferred in revealing the role of social networking sites Facebook, Twitter, Instagram, YouTube, in developing political awareness among the Iraqi public, as the appropriate approach to reach accurate results in the analysis, as it explains the variables that are constituent and controlling their existence, in addition to that, the method (random sample) is one of the most prominent methods used in the field of media studies, and the method and method of content analysis as the most appropriate for the subject of the study. The research methodology has a fundamental role in recording research information, as it obliges the researcher not to express his opinion without reinforcing it with valuable opinions, and to restrict the subjection of any opinion to discussion, regardless of the degree of confidence in it, as there is no current reality that is primitive [11].

Seventh: Study Tool:

The researcher relied on the questionnaire distributed to the research sample represented by users of social networks Facebook, Twitter, Instagram, YouTube, (Iraqi public), and the questionnaire is an inquiry clarification of the information of the researcher in order to know closely everything related to the subject under research and study, which is a set of questions prepared and formulated for the variables of the subject or case data according to objective hypotheses (Aqeel, 2014, p. 208). The researcher's adoption of the closed or restricted form, and this type of questionnaire asks the researcher to choose the appropriate answer from among the given answers, which are easy to answer its paragraphs and help to keep the researcher's mind related to the subject [12].

Eighth: Research Theory:

Theory of Democratic Participation:

Models of democracy based on the participation and involvement of real citizens are the most effective and active in democracy, and therefore they criticize the radical rule of citizens from power, elites, and democratic institutions through representation, and that the existence of representative institutions at the national level is not sufficient for democracy. Scientific research on modern means of communication has focused on two models, the first is topical inevitability and stems from the conviction that the power of technology is the only owner of the power of change in social reality and the optimistic view of technology cheers this expression and sees it as a symbol of human progress and a factor to overcome its failure in the field of democratic and comprehensive communication shared by humanity and the pessimistic view that sees technology as a means to dominate vulnerable peoples and control the individual breaks into his personal life and disintegrates his social relations [13]. The second model is the social determinism, which sees that social structures are the ones that control the contents and forms of technology, that is, the social forces that own the media are the ones that determine their content, and that qualitative research that delves into the study of the social use of communication technology does not start from the two models because it does not believe that what is technical and has a strong dynamism exists in its final state. Social structures are not finished, and perhaps this fact applies more to Arab societies that know a continuous social movement that has not led to social refinement in which social and political structures are differentiated [14]. The scrambling social forces in the Arab region are still under formulation and formation, and the philosophical premises of quantitative research do not allow the adoption of a dividing line between what is technical and what is social because they constantly interact in daily life in the sense that the intellectual dimension of the qualitative approach allows accurate observation of how to enter what is technical in social life and does not give the opportunity to people who deal with modern means of communication to diagnose what is technical or social only, but allows to highlight their representation of what is Technical, on the basis of which it is clear that they use it [15]. The entrance to (Negro Ponte) limits the advantages of the new media to replacing physical units with digital and connecting an unlimited number of devices with each other and meets individual interests, and general interests, meaning that digital carries the ability to double address interests and desires, a situation that cannot be met by the old flags, and the most important feature is that the media emerged from the families of power, which was represented by the leaders of society and the state into the hands of all people. Crosby shares the same ideas with Negro Ponte and compares new and old media through classical models, starting with the first interpersonal communication model – personal contact – and has two distinct states (Authors, 2008).

III. THE FIRST SECTION

First: Media Dependence Theory

Developed by Sandrábol Rockchin and Melvin Welfare in 1976, the main objective of the Dependency Theory is to reveal the reasons for the disparity in the impact of the media on the social system and the public, sometimes having strong and direct effects, and at other times indirect and somewhat weak effects. This theory is considered one of the theories of moderate influence that focuses on long-term effects, as opposed to the theories of direct influence and strong influence. Media dependence theory is arguably an "environmental theory" that views society as an organic structure, in which parts of social systems are linked by links and relationships, and it examines how these parts relate to each other, and the relationships between them, which may be characterized by cooperation or conflict, and may be static or dynamically changing [16].

1_ Pillars of dependence theory: The theory of dependence on the means of communication is based on two main pillars [17]. Objectives: For individuals, groups, and organizations to achieve the goals they seek, they must rely on information and resources controlled by other people, groups, or organizations, and vice versa.

2_ Sources of theory: The media is the sources that individuals and organizations seek to reach to achieve their goals, as the media control three types of sources of information: collecting information, then coordinating and arranging it, followed by publishing it or the ability to distribute it to an unlimited audience. Individuals rely on the media to achieve the following objectives [18]. Comprehension: Understanding oneself, knowing what's going on in the environment, and knowing things about the world or community, through learning and getting experiences. Orientation: The media directs the public within the framework of the ethics and controls of society either interactively, such as obtaining indications on how to deal with new or difficult situations, or directing action, i.e., directing towards the implementation of certain actions. Entertainment: Individuals rely on the media to entertain and get rid of daily stressors, and it includes isolated entertainment such as: rest, relaxation and arousal, and social entertainment such as: going to the cinema, listening to music with friends, and watching TV with family.

3_ Assumptions on which the theory of dependence is based [19]. The main assumption of media dependence theory is that dependence increases with the increasing limitation of the ability to receive the required information through personal sources, considering the abundance of information required, evaluating, and comparing it with the personal sources of the public, and the more complex the information, the more individuals rely on the media outside their groups. Media dependence theory is based on several sub-hypotheses:

a– The degree of stability and balance of the social system varies because of continuous changes, and according to this difference, the need for information and news increases or decreases, in the case of social instability (the more social conflicts and crises, the greater the need for information), individuals are more dependent on the media.

b– The media system is important to society, and the degree of reliance on it increases if it satisfies the needs of the public, and the degree of reliance on it decreases if there are alternative channels of information.

c– The public differs in the degree of its dependence on the media because of their differences in individual goals, interests, and needs.

4_ Effects of dependence on the media: Sandrábol Rockchin and Melvin Welfare identified a range of effects of individuals' dependence on the media, through three main categories: cognitive, affective, and behavioural.

a_ Cognit wants effects: It includes uncovering the ambiguity that occurs in the conditions of rapid social changes and the modernization of traditional societies, forming trends towards controversial issues raised in society, and arranging the priorities of the public who relies on the media to know the prominent issues and pressing problems among the many issues and topics raised in society, and the media also contributes to expanding the beliefs that individuals perceive, in addition to playing a major role in clarifying the importance of values, which are the set of beliefs that they share Members of a group who want to promote and maintain it.

b- Emotional effects: These effects are represented in emotional apathy, fear, and anxiety, as well as raising the morale of citizens, or increasing their sense of alienation.

c- Behavioural effects: which are limited to two basic behaviours: activation and inactivity.

✓ Activation: Activation means that the individual does something because of exposure to the media, which is the final product to link the cognitive and emotional effects, and this activation may be represented in: Take positions in favour of women's demand for their rights, gender equality, quitting smoking, or donating material or moral to certain groups. And activation in this case is socially beneficial. But activation resulting from exposure to the media can be socially harmful, such as engaging in actions against society, simulating violence, crimes, and activities harmful to society.

✓ Inactivity Deactivation: means inactivity and avoid doing the act, and this type of behavioural effects have not been observed in sufficient studies, and inactivity may be represented in the reluctance to participate in politics, not to cast the electoral vote, and not to participate in activities that benefit society, and this may occur as a result of exaggerated media coverage, pushing the individual not to participate as a result of boredom, and increasing the sense of lack of difference between "which wins or loses?" which are internal cases that push the individual to inactivity and non-participation.

Second: The concept of social networking sites

Social networking sites are launched on the group of virtual networks on the Internet, which enable audiences to communicate with others and exchange discussions on political, economic, social and cultural topics, and their nature varies from one network to another, while there are some networks that allow the possibility of getting to know friends and make friends across the world, the other can attach video files on various topics so that individuals can exchange conversation, comments and discussions about them on a large scale [20]. Social media: It is the media content that is characterized by a personal nature and transmitted between two parties, one of which is a sender and the other is a receiver through a means / social network with the freedom of the message to the sender and the freedom to respond to it for the future or new ways of communication in the digital environment, allowing smaller groups of people to meet and gather on the Internet and exchange benefits and information, an environment that allows individuals and groups to make their voices and the voice of their communities heard to the whole world. As for the concept of social networks in encyclopedias and dictionaries: it was defined according to the encyclopedia (PC Magazine encyclopedia) that (sites on the Internet provide its users to exchange their activities with family, friends and colleagues, or to exchange information and interests on a specific topic, allowing users to create a personal page on the Internet containing biographical data, photos and any other information they wish to publish, and social networks as a term dating back to the sociologist John Barnes.

John A Barnes in 1954, the term was given to global correspondence clubs in their traditional form that were used to connect relationships between individuals from different countries of the world using regular written messages (Amin, 2015, p. 108). As for the history of human communication via the Internet, it dates to 1889 when the Web was invented and the first browser on the Internet appeared, which was called (World Wide Web), thus opening the doors for human communication via the Internet. In 1994, social websites appeared in the form of gatherings, including (Theglobe.com) [21]. As for the emergence of social networks in their modern sense, it dates to 1995, knowing the emergence of the site of classmates, known as Classmates.com) to communicate between classmates in schools and universities. In a study on the role of social networking sites in change, researcher Bushra Al-Rawi reached the following [22].

1_ Social networking sites are a means used by whomever they want to publish news and opinions in written, audible, or verbal form ((multimedia)).

2- Young people used social networks to chat and unload emotional charges, and then young people exchanged cultural, literary, and political views.

3_ Social networking sites do not represent the main factor for change in society, but they have become the factor of creating the requirements for change by creating awareness.

4_ Thanks to the Internet, several communicative spaces are formed as virtual places, and among its advantages is the end of the phobia of the place.

Third: Types of social networking sites

The types and forms of social networks vary according to the services they provide and the purpose of their use, including personal or professional and others in the form of gatherings and includes people according to their interests, if specialists divide these sites into several types [23]: -

1_ Personal or local networks of specific people
2_ Special networks for certain thematic channels
3_ Work-related networks or professional networks
4_ Social networking services
5_ Profiles / Profiles

Fifth: The most prominent social networking sites

1_ Facebook: - It is one of the most important social networking sites, a site on the Internet to get to know new friends, communicate with friends around the world, and join the various groups that represent schools, universities or workplaces, in addition to social groups and various pages - launched by Mark Zuckerberg in 2004 when he was a student at Harvard University and called it Facebook and its meaning (the book of faces) and the idea of the site was to build an interactive electronic version of the traditional face book, and it will also allow students Creating their own seminars, personalizing and updating them, Facebook subscription was limited to Harvard, but the site achieved so much popularity that it expanded to the rest of the universities and colleges, then high schools and then companies [7]. But the biggest turning point came in September 2006, when Facebook dropped the requirement for a member to have an email account issued by a school or company, opening its doors to anyone older than 13 with a working email address [5,2].

2_ Twitter: A website classified as a social network that uses the concept of blogging yellow, and one of its name has been from the term (Nuit), which means (Twitter) and took the bird as its symbol, which is a yellowed service that allows tweeters, to send short text messages not exceeding (140) characters per message to answer a simple question, which is (what happened) The site was created, and published in mid-2006, and did not exceed months until it became one of the most famous sites in 2007 [24].

3_ Instagram: It is one of the most famous social networking sites, and it is an application that allows the user to take photos, make digital edits and filters to them as desired, and then share them with friends, the development of this application began in 2010 specifically for Apple devices, and when this application was popular, it began to develop a version for Android, as it was so popular that more than a million subscribers downloaded it to his device within only 12 hours of its launch [25].

4_ YouTube You Tube: YouTube is the largest site on the Internet that allows users to upload, watch and share videos for free. The site was launched in 2005 and through it you can add videos after recording, evaluate the published videos, comment on them, add them to the detailed and send them to friends, and the site is one of the most important forms of new media, and was chosen by the American magazine Tester as the most important invention of 2006 for its role in giving the opportunity to its visitors for free to display and produce film materials on the site. According to Alexa rating Global YouTube is the third most watched global site after Facebook and Google [26].

In classifying YouTube as a social networking site, there is a difference, as the site is not based mainly on forming friends and exchanging comments, but at the same time it is not without comments, presentation, and other forms of interaction such as sharing videos, and the possibility of linking it to all means of communication and networks of different names and methods of work [13].

Six: Reasons for the success of social networking sites [27];
1_ Collecting information and gaining experience: Social networks are of great importance for intellectuals as they enable them to obtain the latest cultural and commercial trends and may be more updated than books and periodicals such as the site. IMEDIX
2_ Advertising: Here is not only in magazines, newspapers, and the Internet, but it goes beyond people's conversations with each other, which is influential propaganda because it generates an urgent desire for a person to know what people are talking about and thus does an experiment as a matter of curiosity.
3_ Space of opinion and freedom of position: It is known that these sites allow people to freely express their opinions and issues, including groups on Facebook
4_ Unemployment or a desire to improve professional conditions: Some social networks provide an opportunity to get a suitable job or even just facilitate the completion of a job or a task, the most famous of which is the site).

The concept of political awareness: -
Awareness in general represents the main centre of human movement, thought and behaviour, and is defined as the individual's perception of himself and the environment surrounding him, which is clear and complex, and awareness in this sense includes the individual's awareness of himself and his mental and physical functions, his awareness of the characteristics of the outside world, and his awareness of himself as a member of a group [4]. The concept of political awareness refers to "the level of awareness of young people of the political and historical reality of their society and their role in the political process, including their political trends, affiliations with existing parties and their electoral behaviour [12]. Political awareness can be defined as "a set of political values, trends and principles that allow an individual to participate effectively in the conditions and problems of his society: analyse them, judge them, determine his position on them and push him to take action in order to develop and change them [5]. The Encyclopedia Britannica defines political awareness as "the political knowledge that individuals have at the local or global level, as a result of the political culture obtained by citizens within society, which is a good indicator of political progress or backwardness in terms of citizens' awareness of their role in decision-making and the extent to which the idea of the citizen emerges [9].

The importance of political awareness: -
Political awareness enhances democracy in the individual's view and vision of the issues of his homeland and nation, as well as his vision of the conditions that affect society in an analytical and conscious manner, political awareness for societies serves as the applied and actual basis for democracy Political awareness gives peoples the ability to understand the political reality, and realize the political purposes of all movements that occur in the political arena, political awareness of the issues of the nation creates a high culture and a clear knowledge of the course of events, through which the individual can realize what is going on around him of events and variables, and maintains On his national and national affiliation [28].

Tools for forming political awareness: -
There are many tools by which political awareness is formed among individuals, through which the individual can acquire his information, facts, values, and political ideals, and through which his intellectual and ideological attitudes and trends that affect his daily behaviour and practice are formed, and it is formed when the individual feels that he is a citizen of his country and has rights and duties [8].
1_ Family: The family is the basic building block of societies, and it is the first institution in which the child is raised, and he is indoctrinated with the principles that enable him to adapt to his society, within the family the individual begins to acquire new trends and ideas, as it is the first source of information, values and political beliefs, where the role of the family is reflected in the transfer of the meanings of patriotism and the concepts of homeland, identity, land and its history.
2_Friends: Friends are an informal social structure that includes a few individuals, and they have a key role in forming the individual's awareness, political orientations, opinions, and values.
3_ Educational institutions: Educational institutions with all their elements are one of the tools for forming political awareness among individuals, as they play the most important role through education, instilling values and virtues in the hearts of individuals such as patriotism and belonging, as well as developing political participation skills, and their impact is from several aspects: political education through school activities, education through teaching materials related to politics, as well as the teacher's role, culture and political awareness.

4_ Political parties: Political parties play an effective role in the formation of political awareness, as they work to simplify the political process and the formation of the political sense of citizens, and provide their members with political knowledge, and prepare political cadres, and political parties seek to influence individuals who are not members in order to upgrade their programs and join new individuals, they need masses to support them.

5_ Media: The media is one of the factors affecting the development of political awareness, as it plays a role in consolidating political values through the information it provides to individuals, which contributes to the formation of political values and trends and has a role in the process of political upbringing and urging individuals to participate politically.

The political dimensions of social networking sites [28]: -

1- The importance of social networking sites in the political social, CT: Social networking sites have made a qualitative leap in the media, initially used for entertainment and entertainment purposes, and then it has become a professional media that transmits information and news to individuals, as the media scene has become everyone's property and is no longer limited to a limited group of people, and media content has become more widespread and faster in reaching the largest number of individuals, and thus social networking sites have become easier and closer to individuals, Social networking sites have received great attention from young people, as they allowed them to express themselves and share their feelings and ideas with others, and played many social, economic and political roles in the lives of peoples all over the world, and due to the association of a large segment of individuals with these sites, their impact on the economic, social and political aspects has become at the forefront of current events.

2- The role of interactive social sites in supporting political awareness: The Internet, with its virtual world and interactive social sites, provided the opportunity for individuals participating in these sites to build a basic base to move towards goals to achieve, based on the deep belief in their role in community life and the need to improve society, by opening the way for subscribers to express and express their opinions and participate in discussions on all the issues raised, and any subscriber can see everything published by his colleagues on social sites, and this in itself deepened the concept of community participation With the young generation of young people who are educated and aware of what is going on around them, and the volume of interest in public issues within societies has increased. The recipient stands on the other side exposed to many messages that contribute significantly to the supply of political information and knowledge and the construction of his political thought and access to the formation of his opinions, beliefs and trends and then his political behaviour - the means of communication stand between the public and political activities and other sources related to class ideology has been able thanks to this middle state to comment on political development and interpret it where communication has become a necessity in society and the individual cannot prove his existence without it [12].

3- The role of the media in shaping political trends: Despite the deep conviction of many researchers that the political behaviour of individuals is from the world of politics that the media contribute to the formation of with a number of psychological, social and demographic variables that contribute to changing the formation of the image, but the individual seeks at the same time to be exposed to political communication material compatible with his trends and away from those that contradict him [7].

4- The Internet weakens the power of ruling regimes: - Information and information technology has become a major role and bring about intellectual and ideological changes through the transmission and export of information, represented by news, ideas, and different cultures, both positive and negative. As the rapid development in information and information technology has become a threat to the authority and responsibility of the state, and this was confirmed by the London Conference in 1995 on the Internet, in which the meeting discussed issues after the information revolution, the so-called information highway, and the role of the Internet in the terrible information openness around the world [18].

IV.   STUDY RESULTS

After we dealt with the theoretical aspect of the research subject in detail and identified the methodological procedures for the study that helped us to carry out its field study, and after judging a questionnaire form by users of social networking sites, we unloaded these statistical data and converted them into statistical and analytical tables by displaying data through numbers and percentages, and data analysis and interpretation is an important stage in any scientific research, finally coming up with general results of the study.

TABLE (1) SHOWS THE RELATIVE DISTRIBUTION OF THE SAMPLE DISTRIBUTED ACCORDING TO THEIR SEX.

No.	Category	Iteration	Ratio	Rank
1	Male	49	83.1%	The first
2	Female	10	16.9%	The second
	Total	59	100%	

We found from the data of Table (1) that the respondents' answers according to demographic parameters came to the fore in the category (males), as it achieved the highest percentage and repetition, as the number of repetitions reached (49) repetitions and a percentage of (83.1%), and came in first place, while (females) ranked second by (10) repetitions and a percentage of (16.9%).

TABLE (2) SHOWS THE RELATIVE DISTRIBUTION OF THE SAMPLE MEMBERS DISTRIBUTED ACCORDING TO AGE GROUPS.

No.	Category	Iteration	Ratio	Rank
1.	30 and above	34	57.6%	The first
2.	25-30	17	28.8%	The second
3.	20-25	4	6.8%	Third
4.	18-20	4	6.8%	Fourth
	Total	59	100%	

Through the above table, looking at the frequencies of the members of the study sample, whose size is total (59) individuals, we note that (34) individuals reached the age of 30 and above a year amounted to 57.6%, while those aged between 25-30 reached (34) individuals with an estimated percentage of 28.8%, and those whose age is between 20_25 reached (4) by 6.8%, while those whose age reached more than 16_20 numbered (4) by 6.8%. This may be since the respondents who belong to the category of 30 and above is the category that has been encountered more at the expense of the rest of the categories, given that the distribution was random and did not consider the selection of categories intentionally.

TABLE (3) THE RELATIVE DISTRIBUTION OF THE SAMPLE SHOWS THE DISTRIBUTION ACCORDING TO EDUCATIONAL ATTAINMENT.

No.	Category	Iteration	Ratio	Rank
1	academic	51	86.4%	The first
	Settings	8	13.6%	The second
2	Medium	0	0%	Third
3	primary	0	0%	Fourth
	Total	59	100%	

During the table shown above, it is clear that the owners of secondary education, who numbered (8) by 13.6% of the respondents, while those who have university education, who numbered (51) by 86.4%, and this is due to the fact that the group with a university level is more popular with such modern applications, and this applies to the group with a secondary level, but to a lesser degree, while the category with the primary and intermediate level by a lower percentage, considering the extent of the ability to understand and control such applications, In addition, the distribution was random and did not take into account the intentional selection of the sample members for any categories.

The use of social networking sites

TABLE (4) DO YOU USE SOCIAL NETWORKING SITES?

No.	Category	Iteration	Ratio	Rank
1	Yes	59	100%	First
2	No	0	0%	The second
	Total	59	100%	

We found from the data of Table (4) that the answer category (yes) came to the forefront by (59) repetitions and a percentage of (100%), as this shows that the sample audience are all those who use social networking sites and the answer category (no) came with a total of repetitions and a percentage (zero) thanks to technological development and the change it has brought about in all popular circles. Thanks to the development and expansion of technology, as well as the spread of the World Wide Web and ease of use, we find few who do not use social networking sites.

TABLE (5) WHEN TO USE SOCIAL NETWORKING SITES?

No.	Category	Iteration	Ratio	Rank
1	Morning	1	2.2%	The second
2	Pm	1	2.2%	Third
3	Pm	57	96.6%	The first
Total		59	100%	

Table (5) reveals to us that the respondents' answers about the times of use of social networking sites, we find that the answer category (evening) achieved the highest percentage and repetition, as the number of repetitions reached (57) repetitions and a percentage of (96.6%), and came in first place, while two categories (noon and morning) ranked second by (2) repetitions for each of them and a percentage of (2.2%). As we can say that the research sample uses social networking sites at their break times and the evening is the majority break.

TABLE (6) HOW MANY HOURS DO YOU SPEND BROWSING SOCIAL MEDIA?

No.	Category	Iteration	Ratio	Rank
1	More than three hours	25	42.4%	The first
2	From one to two hours	18	30.5%	The second
3	Two to three hours	16	27.2%	Third
Total		59	100%	

Table (6) shows us that the answers of respondents who spend (more than three hours) browsing social networking sites came in first place by (25) repetitions and a percentage of (42.4%), while the answer category (from one to two hours) ranked second, as it came with a total of (18) repetitions and a percentage of (30.5%), while the answer category (from two to three hours) ranked third by (16) repetitions and a percentage of (27.2%). This means that many of the research samples are those who spend a lot of time browsing social networking sites, and the goal is to pour into multiple fields and various purposes, including knowledge, entertainment, and others.

TABLE (7) WHAT SOCIAL MEDIA SITES DO YOU USE MOST?

No.	Category	Iteration	Ratio	Rank
1	Facebook	42	72.2%	The first
2	Instagram	19	32.2%	The second
3	YouTube	8	13.6%	Third
4	Straining	5	8.5 %	Fourth
Total		59	100%	

Through the data of Table (7), we found that the site (Facebook) ranked first by (42) repetitions and a percentage of (72.2%), while the answer category (Instagram) ranked second, as it came with a total of (19) repetitions and a percentage of (32.2%), while the answer category (YouTube) ranked third by (8) repetitions and a percentage of (27.2%), while the site (Twitter) ranked fourth with a total of (5) dates and a percentage of (8.5%). Therefore, we can say that Facebook is very popular with the sample audience due to the importance of universality as well as ease of use and diversity of content.

Social networking sites in political development:

TABLE (8) HAS SOCIAL MEDIA CONTRIBUTED TO YOUR POLITICAL AWARENESS?

No.	Category	Iteration	Ratio	Rank
1	Yes	56	94.9%	The first
2	No	3	5.1 %	The second
Total		59	100%	

Through the data of Table (8), we found that the respondents' answers about the contribution of social networking sites in the development of their political awareness came in the answer category (yes) ranked first with a total repetition of (56) repetitions and a percentage of (94.9%), while the answer category (no) ranked second, as it came with a total of (3) repetitions and a percentage of (5.1%). This means that social networking sites have contributed very significantly to the development of political awareness of the audience of the research sample through what they broadcast, and the political issues and issues raised by those sites through hyperlinks linked to each other, which consequently lead to influential results for all those who follow those sites.

TABLE (9) WHAT POLITICAL EVENTS DO YOU SEE AS CONTRIBUTING TO ACHIEVING YOUR POLITICAL AWARENESS THROUGH SOCIAL MEDIA?

No.	Category	Iteration	Ratio	Rank
1	Other political events	20	33.9%	The first
2	Dialogues and seminars published on social networking sites	15	24.4%	The second
3	Political elections	9	15.3%	Third
4	Political participation	5	5.8%	Fourth
Total		59	100%	

We found through the data of Table (9), as the political events (20) repetitions and a percentage of (33.9%), while the answer category (dialogues and seminars published on the pages of social networking sites) ranked second, as it came with a total of (15) repetitions and a percentage of (24.4%), while the answer category (elections ranked third by (9) repetitions and a percentage of (15.3%), while the category (political participation) ranked fourth with a total repetitions of (5) and a percentage of (8.5%). During the category of other political events that received the highest rank in terms of answering the question, this confirms that the awareness and culture of the public is increasing using social networking sites day by day, as well as developing its awareness through other political fields and events.

TABLE (10) HAVE POLITICAL DISCUSSIONS ON SOCIAL MEDIA INCREASED YOUR POLITICAL AWARENESS?

No.	Category	Iteration	Ratio	Rank
1	Yes	51	86.4%	The first
2	No	8	13.6%	The second
Total				

Table (12) shows us that the respondents' answers on the political debate solved the answer category (yes) ranked first by (34) repetitions and a percentage of (86.4%), while the answer category (no) ranked second, as it came with a total of repetitions of (8) and a percentage of (13.6%). This means that most of the research sample increased social networking sites of their political awareness due to what is followed by them, whether the pages of politicians, activists or public figures interested in political reality, all of this helped in the growth of their political and cognitive awareness.

TABLE (11) HAS POLITICAL PROPAGANDA ON SOCIAL MEDIA AFFECTED YOUR POLITICAL AWARENESS?

No.	Category	Iteration	Ratio	Rank
1	Yes	34	57.6%	The first
2	No	25	42.4%	The second
Total		59	100%	

We found from the data of Table (11) that the answer category (yes) came to the forefront by (57) repetitions and a percentage of (57.6%), as this shows that the sample audience are all those who use social networking sites affected by political propaganda, and the answer category (no) came with a total of repetitions and a percentage of (25) and a percentage of (42.4%). Political propaganda got the highest category, as we found that the role of political propaganda has a large and effective role in developing political awareness among the public, and thus resulted in the fact that many young people focus on some political matters that are accompanied by political ideas and information that may benefit the recipient directly or indirectly.

V. CONCLUSIONS

1. Social networks are a new media and social phenomenon that imposes itself on the reality of societies and peoples, as networks show us a positive impact that benefits and negative effects that harm the individual or society that requires us to be aware and educated in this new social media.
2. Through the study, it was found that social networking sites are the best and fastest mechanisms for obtaining public and political information using communication sites continuously, and according to the respondents' answer, the use of sites more than three hours a day and thus contributes to promoting awareness and political and cultural development.
3. Social networking sites contribute to enhancing political awareness, supporting political values, political participation, and educating people about what is going on around them from multiple events and issues.
4. The results of the study showed that discussions on social networking sites have a real role in developing awareness and the public politically.
5. The political propaganda used by the pages of political parties and personalities, as well as media professionals and activists, has an effective role in developing public awareness through the dissemination of political content on social networking sites Facebook and Instagram.

REFERENCES

[1]   Olbg Oki. (2009). Facebook for everyone. Beirut: Arab Science House Press.
[2]   Bushra Jamil Al-Rawi. (2018). The role of social media in change. Journal of Media Researcher, Issue 18. Baghdad, Baghdad, Iraq: University of Baghdad / College of Mass Communication.
[3]   Tayseer Abu Sakour. (2009). The role of Palestinian universities in the southern West Bank in developing and disseminating political awareness among university youth. Hebron University Journal for Research. Hebron, Palestine, Palestine: Hebron University/Issue 1, Volume/4.
[4]   Hassan Makkawi and Atef Al-Abed. (2007). Media Theories. Cairo: Cairo University.
[5]   Hassan Makkawi and Laila El Sayed. (1998). Communication and its Contemporary Theories. Cairo: Egyptian Lebanese House.
[6]   Hanan Youssef. (2006). Media and Politics: A Correlational Approach. Beirut: Atlas Publishing and Distribution.
[7]   Reza Amin. (2015). New Media. Cairo: Dar Al-Fagr for Publishing and Distribution.

[8]   Reham Odeh. (2021). The use of social networking sites by the youth movement in order to end the Palestinian division. Politics Magazine . Palestine, Palestine: Seyassat Magazine No. 2, Volume 5.

[9]   Zaher Radi. (2003). The use of social networking sites in the Arab world / Journal of Education No. 15. Amman: Al-Ahliyya Amman University.

[10]   Saad Salman Al-Mashhadani. (2017). Scientific Research Methods. Emirates: Dar Ibn Al Kathir.

[11]   Saad Salman Al-Mashhadani. (2017). Scientific Research Methods. UAE: University Book House.

[12]   Shirin Al-Dati. (2010). The role of Palestinian political organizations in developing political awareness among Gaza university students / PhD thesis. Gaza / Palestine: Al-Azhar University.

[13]   Shaima Zulfiqar. (2009). Research Methods and Statistical Uses in Media Studies. Cairo: Egyptian Lebanese House.

[14]   Saleh Al-Ali. (2010). Social Media Concepts and Values. Amman: Dar Al-Hamid for Publishing and Distribution.

[15]   Adel is honest. (2007). Journalism and crisis management: an applied theoretical approach. Cairo: Dar Al-Fagr for Publishing and Distribution.

[16]   Abdul Amir Al-Faisal. (undated). Studies in electronic media. UAE: University Book House.

[17]   Abdul Azim Kamel Al-Jumaili. (undated). New media and the problems of digital access. Amman: Dar Al-Ayam for Publishing and Distribution.

[18]   Abdul Ghani Emad. (undated). Sociology of culture, concepts and problems from modernity to globalization. Beirut: Center for Arab Unity Studies.

[19]   Abdullah Al-Ra'ud. (2021). The role of social networks in political change in Tunisia and Egypt from the point of view of Jordanian journalists / Master's thesis. Amman: Middle East University.

[20]   Abdul Malik Radman Al-Danani. (2009). The media function of the Internet. Riyadh: University Salary House.

[21]   Arafat Khalil. (1994). The role of the secondary school in the development of political awareness. Seventh Conference on Political Research (page 89). Cairo: Cairo University / Department of Political Science.

[22]   Aqeel Hussein Aqeel. (2014). Steps of scientific research. UAE: Dar Bin Kathir.

[23]   Ali Watfa. (undated). Political and social challenges in Kuwait and the Arab world. Research on the contents of political awareness among Kuwait University students (page 681). Damascus: Damascus University / Faculty of Education.

[24]   Laith Al-Kubaisi and Mohammed Al-Naamneh. (2010). Communication technology and social networks. Amman: Dar Al-Thara for Publishing and Distribution.

[25]   Group of authors. (2008). Arab Report for Cultural Development. Beirut: Arab Thought Foundation.

[26]   Muhammad Al-Horsh. (2012). Awareness and political participation among the Yemeni citizen / PhD thesis. Amman: Middle East University / College of Political Science.

[27]   Musab Hossam El-Din. (2014). Facebook Revolutions: The Future of Social Media Messages in Expression. Beirut: Publications Company for Publishing and Distribution.

[28]   Muhannad Hamid Al-Tamimi. (2017). Television and social networks. Amman: Dar Amjad for Publishing and Distribution.