

## The Impact of Social Networking Sites on Applied Science University Students

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### Abstract

*The intensive use of S.N.S by great number of people, especially youths and university students, and its impacts on those users, motivated the researcher to conduct this study. The study random sample consisted of (332) students from ASU, from both genders, various study levels, specialties. The analytical descriptive approach was applied, and a questionnaire was developed to collect data including two main domains, (15) Psychological items and (15) social items. The study also included two questions and four hypotheses, in addition to a number of independent variables such as gender, college, place of residence and number of hours in use. The results showed no significant impacts at the level ( $\alpha \leq 0.05$ ) of S.N.S on ASU students according to gender, college, and residence, but there was a sort of difference between psychological and social impact in favour of the latter one with a mean of ( 3.81 ). The results of the study showed that (133) students out of (332) spent (2 to 3) hours per day as a high average of use. The researcher recommended that more controls and rules are required to organize S.N.S applications, reinforce advantages, and reduce disadvantages; also the researcher recommended that more studies should be conducted about this topic including other variables.*

**Keywords:** impacts, social net working sites, psychological, social, applied science university, students

### 1- Study Problem

#### 1.1-Introduction

Through the experience of the researcher about students' attitudes and interests', he noticed that their daily use of (SNS) have reached the limit of addiction, and this might affect their academic achievement, and their mental and physical health ,etc... . All those mentioned factors motivated the researcher to conduct this study on positive and negative impacts of SNS) on ASU students in addition to another factor which refers to few studies about this topic, so this study might enrich the scientific researches in this field . The researcher also found that the excessive use of S.N.S by students may affect their daily activities and isolate them from their relatives, closed friends and their society. On the other hand , the study attempted to identify the positive impacts of the (SNS) on students to meet their personal needs and increasing their self-confidence, and the researcher tried to find solutions to their problems through interacting with others .The students may express their feelings easily, by being exposed to different cultures, modern arts and technologies ,...

The existence of (SNS), like (Facebook, Twitter, MySpace, You-Tube), and others, allowed an essential changes of vital relationships to took place in the modern societies.

The statistics showed that Jordan occupied advanced rank on both Arab and international levels in the list of countries that commonly use social networks, reaching up to 2 million users in the kingdom at the end of (2011), and the total number of internet users exceeded(2.7) million.

In terms of Arab level, a local study showed a high number of S.N.S users on the internet (Facebook, Titter, Linked-In) to reach (70.3) million Arab users.

### 2- Study Problem

The acceleration of the modern communication tools , like internet ,SNS , played a major role in attracting wide sectors of society individuals including university students.

Based on the researcher's experience in students' issues, and recognizing their interests areas, he noticed their continuous use of (SNS) like (F.B, T, You- Tube) and others, for a long time, what made the researcher to study both positives and negative impacts of S.N.S on students. The study also aimed to identify the most important sites, their implementation reasons, and the length of use, in addition of recognizing the effects of the independent factors on the study topic.

### **3- Study Questions and Hypothesis**

#### **A- Questions**

Q1: What are the main impacts of the (S.N.S) on ASU students?

Q2: What are the purposes of using S.N.S. by A.S.U students?

#### **B -Study hypothesis**

1. There is no significant statistical impact at level ( $\alpha=0.05$ ) of the (S.N.S) on ASU students according to the variable of (gender).
2. There is no significant statistical impact at level ( $\alpha=0.05$ ) of the (S.N.S) on ASU students according to the variable of (faculty).
3. There is no significant statistical impact at level ( $\alpha=0.05$ ) of the (S.N.S) on ASU students according to the variable of (place of residence).
4. The impact of S.N.S on ASU students increases according to the number of hours in use.

### **4- Study Objectives**

The study aimed to achieve the following:

1. Recognizing psychosocial impacts of social networks on ASU students.
2. Recognizing the commonly S.N.S used by ASU students and the number of daily hours in use.
3. Recognizing the main societal, political, cultural, educational and other goals.
4. Contributing to a new scientific knowledge added to the literature related to this topic.
5. Recognizing the extent of social networks sites use in terms of social communication level between students themselves, their relatives and friends, in addition to their local, regional and international environments.

### **5- Study Importance**

The scientific and theoretical importance of the study stems from the following:

1. The study subject, through recognizing the ASU student's point of view about positive and negative use of social networks sites.
2. The study sample and its different variables, and the study tried to reach a new results, and opening new tracks for more deep studies in this topic.
3. Enrich the Arabic library through the contribution of the current study to the literature review, because of resources scarcity in this field especially the local ones.

\*The scientific and applicable importance of the study includes the following:

1. Recognizing the most important social network sites.
2. Structuring the study tool (questionnaire) and distributing it on the study sample, also measuring its reliability and validity statistically.
3. Pay attention towards various risks resulted from the wrong use of social network sites and its negative impact reflections upon youth's, and society in general.
4. Suggesting appropriate solutions to face the wrong use of social network sites.
5. Contributing to a new scientific knowledge added to the literature of this topic.

### **6- Operational and Conceptual Definition**

The concept of social communication shows the cognitive and behavioral acts that take place among the connected parts, in a way that makes these parts to exchange messages based on a sociable attitude in a specific time and place, that alters every part's behavior.(Nomar,2012).

### 6.1- Operational Definition

Social networks are websites on the internet, that enable millions of people ,who shares common interests, to communicate files and images, videos, create blogs, and send messages, in addition to conducting real time chats between them.

(Nomar, 2012) defined social networks as “a collection of websites that enables people (individuals) to communicate in a virtual community that lets them to present themselves and exchange interests, and to publish many topics and images, videos, and other activities that allow them to receive comments from other users of these sites that offers a lot of services like: personal files or web pages, friends and relations, sending messages, photo albums, groups and pages.

### 7- Study Limits and Limitation

This study is determined through its topic, and the used random sample that is composed from ASU students from both genders, different nationalities, countries, specialties, different study levels of university faculties and departments. Also the study is determined by its tool (questionnaire) that its reliability was evaluated by a number of educational and social sciences specialists.

The time limit of the study was determined by the first semester of the academic year 2013/2014, and the result of the study can be generalized based on the high percentage of its validity and reliability, in addition to its sample.

### 8- Theoretical Framework and Literature Review

Social networking sites play various political, social, and economic roles all over the world. These sites enable people to keep with the up-to-date events, and anyone can create his own personal profile through the net easily, meet old friends and classmates , the people can understand the importance of those sites wither they are private or belong to companies, institutions , or even to countries.

The (S.N.S) dealing directly with information, incidents, and news, this information can be exchanged between friends, including pictures, videos, comments....

Real revolution of communication started during the nineties of the 20<sup>th</sup> century through the development of modern technology, when the net was defused around the world, connecting its parts to the wide atmosphere, bridging the gap between societies to be more closed, exchanging thoughts , ideas , opinions ...etc. The (S, N,S) became the most communicative tool between people. In addition, electronic personal sites and communication webs created a kind of communication between their owners and users, and between users themselves. (Al-mansour, Mohammad, 2012, p.222).

### 9- What are the Social Net Working Sites?

It's a web pages on the internet specially created for advertisement about merchandise, services, or to sell products, and other web pages made only for publishing books, in which the bloggers can comment on the topics published on the pages, to make chance for the browsers for discussion, in addition to have personal profile on these (S.N.S) that allow their users to add their daily activities and concerns.

(Al-mansour, Mohammad, 2012, OP.CIT).

From these sites, users can use search engines and web pages, free resources, blogs, and the web pages of newspapers and journals, official web sites for satellite channels, YouTube, Face- book, My space ,etc...

(S.N.S) are divided into two parts:

1. People and groups who are connected through a specific professional social framework that are excused for its users not for public use, except for its founders and users.
2. (S,N,S) are open for all people , and any user who has an account on the internet can join it , and choose friends, interchange files ,images , videos, and the most important S,N,S is the Face book. (<http://mogtamaa.telecentre.org/profiles/blogs>, 2013).

### **Social Net Works Definition**

The definitions of the (S.N.S) are as follows:

-Prece and Malony krishmar. (2005):

A place where people meet for certain goals, and which is directed through certain policies including rules and criteria suggested by the program.

(Wasinee Kittwong vivat, Pimonpha Rakkannan. 2010, p.20).

-Boyd and Ellison. (2010):

Services sites via the internet which allow people to: -Building a general or semi general personality through certain systems.

-Selecting the contacts from a contact list to connect with them through the same system.

Also it's a concept that mentioned in the internet enables individuals to communicate in a virtual community that has common points like, country, university, school, company, etc, and this happens through direct connection like sending messages, and viewing profiles of others to know about their news written in their wall profiles.

The goals of S,N,S vary depending on the friendship type which is a general use that focuses on creating relations with friends , and the other type is specific one that depends on creating S,N,S in specific limit with a specific field of importance , like the profiles of professional people or photographers, graphic designers.( www. Alukah. Net. 2013).

Alyahyawi,yahia,2013,defines S,N,S as: an effective network that simplifies social life between groups of relatives and friends , also it enables old friends to communicate with each others after a long time in visual, sound format, and interchange images and other facilities that may strengthen their relations.

### **The Most Prominent Social Net Working Sites**

In the past three decades, the world witnessed a huge leap in social communication between different parts of society in an electrical virtual space that shortened the distance between the people of these societies, in addition that these sites varied in number and use, also it attracted a wide range of people as well as it played primary political, economical, educational, and cultural roles. The most important sites are:

1. Face-Book: It's a social net which found great acceptance from people, especially from youths and universities students around the world. It's a personal page started first in (2004) at Harvard university in U.S.A by a student called ( Park Zaker Berg ) whose page was within the university campus, and between his friends, then outside the university to the schools of the U.S.A...and became well known over the world. In (2010), half a billion individuals were registered in this site, through their visits, exchanging files and pictures, videos and comments about their opinions and thoughts published on their pages, and other different subjects. The F.B recently occupied the third popular place after Google and Microsoft. The number of users reached (800) million. (<http://mogtamaa.telecentre.org/profiles/blogs>.2013).
2. Twitter: Its one of the most (S.N.S) that played an important role in the political events in many countries, especially in the Middle East. This site took its name from the word (tweet) which means atwitter. This site offers services to its users to send and receive messages, and it allows users to exchange tweets with their friends. In addition, this site permits micro blogging service, and they can reply through their E-mail. Twitter is important as same as the F.B, and one of its competitor, at the same time it's characterized by its rapid delivery of news services. At the end of (2010), its subscribers reached more than (200) million twitters. (mogtamaa. Telecentre. OP.Cit).
3. You -Tube: It's one of the famous (S.N.S) which in a short period could assume a leading position among social net working sites, especially its role in recent world events such as disasters, floods, mass and popular uprisings. This site was established in (2005) in the state of California, in USA, included a variety clips from movies, T.V, music, video. The site was bought by Google in ( 2006 ) . The site is a non- profit one, and most of its users are youths and adolescents of both sex. It became the host of the largest personal and production companies video. The site is available to everyone especially senior leaders and officials around the world, and to the general people of different age groups especially young people, and the most famous and modern mass media. (mogtamaa. Telecentre. OP.Cit ) .

## **Advantages of ( S.N.S )**

S.N.S's are characterized by the following:

- Self – definition: To enter the social net working sites, begin setting up a personal page parameters through which the user identifies himself through text, image, music, and videos .The user develops the site from time to time.

New ways to form a renewed community: These sites allow users to create friendships with friends having the same interests and content.

(Wasinee KittwongVivat, Pimonpha Pakkanngan. PR CIT, p.20).

These sites contribute to the embodiment of the virtual community existing since the beginning of internet application. People can join the readers of books to communicate about their favorite books.( Romina, Cachia, 2008)

- Ease of Use: using social sites letters and simple language in addition to the symbols and images what makes it easier for the user to interact.

- Effort and money saving through FREE subscribing and registration for all and is not exclusive to one.

-Interactive: the embodiment in interaction among its members to ensure continuity and evolution.

-interests: Building common interest, such as games, music, politics, health, money, market etc...

Global: They eliminate the spatial and geographical barriers, one user from the east can communicate with another in the west, simply and easily.

-Diversity and versatility: As used by the student to learn, the researcher to publish his researches, and the writer to join the readers.

The user of these sites is an active member who sends and receives, reads and writes, hears and speaks, where his role exceeds the negative role of hearing and viewing only, and the role of the site's owner, and the role of the monitor tries to rout the site to continue positive communication. (WWW.alukah.net.2013). There are social sites specialized in specific fields such as media forums, cultural or educational, political or economic and others .There are also social, commercial and shopping sites. It is also an interest to certain segment of people. There is a new type of social sites where users can communicate through mobile phones to make friends, talk and exchange information. Most of the studies divide networking sites to two categories as utilitarian motivation aimed to identify self-acquired knowledge, information and experiences and all forms of learning in general, which are reflected in news bulletins and learning and cultural programs, and ritual motivations aimed spend time and relaxation, friendship and escape from problems,

This is considered as an evident through the fictional and entertainment programs such as fantasy movies and series, and various entertainment programs. (Makkawi and Al-sayyed, 2010, pp246-247).

The researcher believes that the users need for S.N.S to meet their cognitive, emotional, and social interaction with others, in addition to self- realization, and to get rid of tension and stress.

According to a study conducted by the American Institute (E-Marketer) which revealed that about fifth of the population of the world equivalent to (1.6 ) billion person use S,N.S once month at least through the year ( 2013 , that representing an increase of 14% in 2012.In case of continued pace using known S.N.S , the users will reach the threshold of 2.33 billion users by the year 2017. The ale Scandinavian Northern European countries come the first, Netherlands, Norway and Sweden, followed by South Korea, U.A.S, and then Canada and Brittan, respectively. (Al-Gad news paper, Jordan, 21/11/2013)

The following includes a number of these advantages:

- 1- Getting to know others
- 2- A way by which people to express themselves and post their thoughts and opinions.
- 3- A means for entertainment and recreation.
- 4- Follow-up internal and external events
- 5- Communicate with celebrities community.
- 6- Dealing directly with decision-makers in the state.
- 7- The exchange of cultures between peoples.
- 8- Marketing and advertising.

9- Educational attainment.

### **Disadvantages of (Social Networking Sites)**

The following includes a number of these disadvantages:

1. Social isolation.
2. Health effects.
3. Illegal relations.
4. The low academic level.
5. Intervention in politics and incitement.
6. Diffuse personal information.
7. Porous Privacy.

(Al- Mada news paper, 2013)

In this context, studies conducted by many social workers, psychologists, and psychiatrists ,showed that among the S.N.S advantages are the negative effects of addiction and psychological symptoms ,including isolation in single room in front of small screen, in which a person lives in a state of dormancy , inactivity, inspecting the fun of life and thrill .( [www.alukah.net](http://www.alukah.net).2013)

In a comparative study conducted by ( Dwyer, Cathrine,Starr Roxanne Hiltz and Katia Passerini, 2007 ), about trust and privacy by using S.N.S through the ( F.B and My Space), the results showed that the users of both sites have the same level of privacy interest and the F.B users expressed high level of confidence in the site, and the members of its participants, and subscribers have the willing to exchange personal information with the members. The study also demonstrated that the subscribers of (My space) had an experience in using this site to meet new friends. The results showed that the electronic communication and trusts between participants are not as same as the direct face to face relations.

On the other hand, Research and Studies Centre at Dubai Police Academy, pointed that the most S.N.S usage in the Arab World are (F.b, Twitter, and You-Tube). The number of users of these sites exceeded in the beginning of 2012 about 21.3 million users, and the United Arab Emirates is the first among the Arab World in term of usage, where the F.B users reached 44.57%, which almost about 2.9 million users.

( <http://www.Albyan.ae/across-the-UAR/news-and-reports101-3-2013>).

## **10- Previous Studies**

### **A. Arabic Studies**

-( **Al-Dbaisi & Tahat**, 2013) conducted a study entitled "The role of social networks in shaping public opinion among the students of Jordanian universities" The researchers used a descriptive approach by designing a questionnaire to survey the views of students to gather and analyze information. The results showed the prevalence of social networking among students, and that they are an important source of their access to information and news that lead to the formation of public opinion and to enhance the positive effects of the national spirit and loyalty.

-(**Dakheel & Tahat**, 2012). Conducted a study entitled "social networking sites and their impact on Saudi society", on a sample of students from the University of Prince Sultan, the researchers used a questionnaire to collect data. Study results showed: the (86%) of the students posted on a social networking sites, compared to (14%) did not post. And (14%) of all (86%) post on Facebook. Also (36%) of the sample used of Facebook to waste time, (31%) to communicate with friends, and (10%) to reasons related to the academic achievement.

- **Nejadat**. (2012). Carried out a study entitled "The use of married women working in Jordanian universities the Facebook and achieved satisfaction, a survey study on Yarmouk University" .The study sample consisted of(14) women cases using a descriptive approach. The study showed that (65.5%) of respondents who are users of Facebook have personal accounts. The motives for their employment Facebook site is to communicate with old and new friends, in addition to amusement , recreation and fill to leisure time, as well as to increase knowledge, and follow up the latest local and international news.

- **Nomar**, (2012), carried out a study entitled "The use of social networking sites and their impact on social relations" .The study sample consisted of (280) single-site users of Facebook in Algeria."

- The questionnaire was used as a tool for the study. Descriptive approach has been also used in the study, and the study used a purposive sample which included 280 single males and females.

The results showed that the largest percentage of respondents spent more than 3 hours a day "in using Facebook, and most of them preferred to use the service of comments and entertainment in the first rank. The respondent's motivation to use Facebook was to communicate with relatives, friends, and education.

The results showed the presence of statistically significant differences between males and females regarding the use of the site, also the use of the site constitutes a negative effect in the face to face contact, in addition to its negative effect on the communication with their families and friends which lead to a noticeable user's social interaction withdraw.

The results showed that the most important cons of using these sites lied in escalating political crises and deepened the differences up to 78%. The most important positives using these sites were how users can recognize topic of discussion with others by up to 47%. The results of the study also showed a remarkable decline in reading books, newspapers, and magazines in addition that the percentage of watching satellite TV ranged between (76-84%).

- **Jarrar** (2011) carried out a study on "participation Facebook site and its relationship to trends Jordanian university students towards family relations." The study sample consisted of (384) students (male and female) whose ages ranged between (15-24 years). The researcher used the descriptive approach in his study and the questionnaire to collect data.

The results showed that the average of young Jordanians who have involvement in FB was (74.4%) of the total Jordanian youth, and the average of females was (44%). Also half of young common site (57.4) believed that their participation reduced the time they spend with their families. And (45.6) of participants believed that the site had a positive impact on their lives".

- **Amen**. (2009). Carried out a study on the uses of university students of the " YouTube on the Internet," on a sample of (122) students studying at the Bahrain's public and private universities. The study aimed to identify the users' characteristics of YouTube web of university students, in addition of usage patterns and its prevalence among this age group.

The results showed that the motivations behind the use of university students of the site is the desire to provide them important photographer news, then entertainment and curiosity. The results showed also that "cognitive needs came in the first rank followed by entertainment needs and leisure time among the students.

- **Hassan**. (2009). Carried out a study on "The impact of interactive social networks, and satellite messages on social relations and communication of the Egyptian and Qatari families". The study consisted of a random multiple stages sample of (600) persons distributed on young people and parents in Qatar and Egypt.

The study aimed at monitoring and characterizing the impact of modern communication (the Internet) to all uses and satellite channels and blogs on the nature and size of relationships, in addition to social and communication interactions within the Egyptian and Qatari family.

The results showed the existence of a negative correlation between the rate of use of social networking sites and the level of social interaction between individuals. The results also showed the existence of a negative correlation between the rates of use is also low level of academic achievement among the members of the study sample, and that there is a positive correlation between the increase in the utilization rate and the attitudes of the respondents towards the formation of stable social relationships, and that whenever the individuals have a feeling of privacy through using a computer their isolation from reality increases and the level of social interaction decreases. The study also found that the favorite sites to the sample were (Facebook, YouTube and MySpace).

The sample also considers that their friends are the first reference to help them to find solutions to their problems.

- **Kader**. (2009). Carried out a study entitled " psychological and social effects of the Egyptian youth who use social networking sites: A study on Facebook." The study aimed to identify the motives of the Egyptian youth who use Facebook site, in addition to discover the nature of social relationships and friendships formed by Egyptian youth, the study also aimed to monitor and analysis of the negative and positive social and psychological effects on the purposive study sample which consisted of (136) students from Egyptian (government and foreign) universities evenly distributed between Cairo and the British University.

The results showed that the motive entertainment came on top of the students motives who use Facebook by (69.9%) of the total sample of respondents, and the motives to make new friends , to communicate with others and develop social relationships with them came in the second and third rates (41.2%) and (37.5 % each), respectively. The study also showed that the respondents to provide for themselves as they are honestly and without deception of others was by (82.4%), compared to (19.9%) of respondents

The results of the study indicated that the phrase "to deal with the site made me feel open to" rate (90.44%), followed by the phrase "I get rid of loneliness when he used the Facebook site, rate (83.09), then the phrase" I have developed relationships with various relationships by using the site, rate (75.25%) ... this shows the psycho social effects of the positive use of Facebook site by college students

- **Al-Sari.** (2009). Carried out a study entitled "Internet culture ... a study in social networking on a random sample of 472 youths," who use the Internet in their daily lives in the city of Doha / Qatar. The study aimed to identify the psychological and social effects as a result of youth's communication through the internet.

-**Al-Sari, helmi.** (2008). Conducted a study entitled "The Impact of Internet communication in social relations, a field study in the Qatari society" This study was applied on a random sample of (471) individuals from the State of Qatar, where the researcher used the questionnaire as a tool for the study. Results showed that the impact of the Internet on females was more than males and had negative impact on direct contact with the sample by their families with a percentage of ( 44.4% ) . and ( 28.8 % ) of them support strong emotional relationships, also they support marriage through (S.N.S) , and the Internet has helped them to expand their social relationships rate by ( 64.5 % ) , and that the rate of ( 40.3 % ) of whom felt alienated from their community local society relationships.

The results showed that the Internet has a unique communication characteristics rarely found in other means due to its negative impact on the nature of the family communication as a result of decline in the period spent by young people to interact and communicate with their families on the one hand, and in the decline in the number of visits to their relatives before accustomed to use the Internet on the other hand.

The results also showed some of negative effects by the appearance of some addiction symptoms on the Internet, in addition to creating some emotional problems for some singles and married users which were reflected negatively on family and marital relationships, and contributed to the emergence of some aspects of psychological and social isolation in some users.

## **B. Foreign studies**

(**Keith,** 2011). From the University of Pennsylvania carried out a study entitled "Social networking sites and our life," aimed to identify the social impact of social networking sites use, such as (Twitter. Face book, Linked in, and Myspace). The results showed that the (Face book) site is the most widely used "by (92%) of the respondents, followed by (My space), by (29%), (Linked in) by (18%), and (Twitter) site, by (13%). The results also showed that the use of social networking sites has helped greatly in achieving closer relations between individuals , especially the Facebook site.

**Al-Saggaf** (2011). Conducted a study entitled:

(Saudi Females on Face book: An Ethno graphic Study) on a sample of (15) Saudi girls who are users of Facebook whose ages range between (19-24) years studying at a private university in Saudi Arabia. The results of the study showed that Saudi girls users of the Facebook website maintain friendly ties with new and old

Relatives, as well as to express their feelings towards the various raised issues , and to share others their ideas , in addition of leisure and entertainment. Respondents also were very worried about their privacy, number of respondents admitted to increase their feelings of self confidence, and they became more sociable. On the other hand, the results showed the existence of a negative impact on their families' relationships and their academic attainment.

(**Karpinski,** 2010). Carried out a study on a sample of (219) university students, aimed to identify the impact of using the (Facebook) site on college students' academic achievement. The results showed that the grades earned by college students addicted to the Facebook site were much lower than those received by their counterparts who do not use these sites. The results also showed that the more time university student spends to browse this site, the lower grades he scores in exams.



It showed that people who spend longer time " on the Internet had shorter time for study, and (79%) of college students surveyed admitted that their addiction on the Facebook site had a negative impact on their academic achievement.

(**Michel**, 2010). Carried out a Study aimed to identify the impact of using social networking sites on social relations. The study applied on a sample of 1600 young users of (SNS) in the UK . The results showed that more than half of adults who use sites like (Facebook, Bebo and YouTube) admitted that they spend longer time on the internet more than the time they spend with their real friends or with family members. The results also showed that about (53 %) of the study sample members changed their lifestyles because of the use of (SNS), and that half of Internet users in the UK were members of a social networking site.

( **Muise & Serge** 2009). Carried out a study entitled (More Information than You Ever Wanted: Does Facebook Bring out the Green Eyed Monster of Jealousy? on a sample of (308) Bachelor students whose ages range between (17-24 years) and had romantic relationships with others. Study aimed to reveal the role of Facebook site in fomenting jealousy and envy between lovers. Study results showed that the extensive use of (SNS) leads to jealousy and envy, because of addiction, which in turn leads to the disclosure of mysterious information about partner who cannot access easily to reality. The results showed that the majority of respondents spend about 40 minutes a day on Facebook, and an average of (74.61 %) of the sample members had romantic relationships with the opposite sex.

**Ba Aziz, Ibrahim.** (2007-2008) carried out a study entitled "Electronic Conversation and chat forums, the motives of use and reflection upon the individual and society". The study sample consisted of (220) Algerian persons. The results of the study showed that most respondents prefer direct real relationships by (73%) more than the virtual online relationships that were represented (20.55). The results indicated that the majority of respondents do not feel the loneliness and alienation from their social community , while ( 27.5 % ) of respondents feel lonely . On the other hand (59%) of respondents said that social networking sites help them to get rid of the feeling of the loneliness.

**Urista Dong & Day.** (No date). Carried out a study entitled: (Playing why young Adults Use MySpace & Facebook through Uses & Gratification Theory) on a sample of (50) students from the University of California. This study aimed to identify the factors that motivate people to use social networking sites represented by (MySpace and Facebook) in order to meet their desires and needs.

The study showed that respondents use (S.N.S) to satisfy their own personal needs and desires with others. The results also showed that social networking enables users to choose who can see or not to see the contents of the user's profile.

#### **What distinguishes this Study from others:**

1. The present study addressed the S.N.S positive and negative effects on its users, but most other studies addressed the effects of positive or negative for each of them.
2. The current study focused on the psychological and social effects of S.N.S on their users, while other studies have focused on one side of them.
3. The current study focused on the effect of the independent variables of gender, college and academic level, place of residence and the number of hours of use on the dependent variable while some other studies focused on other variables.
4. The sample of the current study is from the University students of both genders and levels of study, while the samples of some previous studies consisted from school students, staff and administrators.
5. The results of the present study are compatible with most hypotheses, while the results of most previous studies were rejected and did not comply with it.

#### **11- Study Methodology**

The researcher applied the analytical descriptive approach in this study, and the primary data was gathered by questionnaire prepared by the researcher for this purpose included (30) units divided between two main psychological and social domains.

. The study sample consisted of a random sample of (332) ASU students of both genders, and different specialties. The secondary data were gathered also from books, journals, researches and studies in addition to the web sites, in order to build up the study theoretical frame work to attain its goals.

**Table 1: Describing the Study Sample through the Personal Information. (Descriptive Data)**

Variables	categories	N	%
Faculty	Applied	176	53.01
	humanities	156	46.99
	Total	332	100.00
Level	1 <sup>st</sup>	161	48.49
	2 <sup>nd</sup>	59	17.77
	3 <sup>rd</sup>	52	15.66
	4 <sup>th</sup>	44	13.25
	5 <sup>th</sup>	16	4.82
	Total	332	100.00
Gender	Males	188	56.63
	females	144	43.37
	Total	332	100.00
Residence	With the family	229	68.98
	With colleagues	34	10.24
	alone	69	20.78
	Total	332	100.00
Have an account	Yes	319	96.08
	no	13	3.92
	Total	332	100.00
Practice hours	Less than an hour	65	19.58
	1 – 2 hours	133	40.06
	3 – 5 hours	71	21.39
	More than 5 hours	63	18.98
	Total	332	100.00

**Table 2: Reliability Analysis Results Using the Approach of Chronbach Alpha and Split Half for the Impacts of the S.N.S. on ASU Students (N=35)**

No.	impacts	No. of items	reliability	
			Chronbach alpha	Split half
1	Psychological	15	0.707	0.615
2	Social	15	0.782	0.735
	Total effects	30	0.761	0.707

Table (2) suggests the values of reliability concerning each dimension of the questionnaire. The value of the psychological impacts (0.707), for the social impacts (0.782) and for the total of the psychosocial impacts (0.761). For the approach of split half reliability it was (0.615) for the psychological impacts, (0.735) for the social impacts and (0.707) for the total impacts. All these values are considered to be good and enough for the purpose of the current study.

**Table 3: Reliability Results Using the Approach of Test Retest of the Social Networking Sites Impacts on ASU Students (N=35)**

No.	impacts	Test		Retest		r	p-value
		m	Sd	m	sd		
1	Psychological	3.52	0.53	3.58	0.53	0.78	0.000
2	Social	3.68	0.51	3.70	0.51	0.86	0.000
	Total impacts	3.60	0.40	3.64	0.42	0.78	0.000

Table (3) indicates the results of test re-test reliability. It was (0.78) for the psychological impacts, and was (0.86) for the social impacts and was (0.78) for the total impacts. It's noted that the related probability values were less than 0.05 suggesting significant relationship between the test and retest. All these values are considered to be positive and high for the purpose of the current study.

## 12- Results Discussion

Question 1: What are the main impacts of the social networking sites on ASU students?

Table (4) means and standard deviations and relative importance impact of the S.N.S on ASU students:

impacts	Mean	SD	RI	level	Rank
Psychological	3.49	0.50	69.80	moderate	2
Social	3.81	0.51	76.20	high	1
total impacts	3.65	0.45	73.00	moderate	

Table (4) indicates that the Social effects becomes within the highest degree level (mean 3.81) while the Psychological impacts becomes within the moderate degree level (mean 3.49). The overall impacts (psychological and social) were recognized by a mean of (3.65) reflecting a moderate importance of this level as addressed by the study sample.

Means and standard deviations were used to assess the main impacts of the S.N.S. on ASU students. The results are included in table (5)

**Table 5: Means and Standard Deviations and Relative Importance for the Psychological Impact Items**

No.	items	Mean	SD	RI	level	Rank
1	A1- Using social net working sites strengthen my self confidence.	3.05	1.20	61.0	moderate	13
2	A2- Using S.N.S satisfies my personal needs.	3.16	1.06	63.2	moderate	12
3	A3- S.N.S motives is leisure and entertainment.	4.11	0.94	82.2	high	2
4	A4- I use S.N.S to save me from feelings of loneliness.	3.54	1.25	70.8	moderate	6
5	A5-Using S.N. S drives me to search for new friends.	2.90	1.22	58.0	moderate	14
6	A6-I express my feelings freely through communication with others.	3.48	1.13	69.6	moderate	8
7	A7- S.N.S encourages me to be initiative.	3.46	1.00	69.2	moderate	9
8	A8- I use S.N.S to reduce the feeling of psychological tension.	2.88	1.13	57.6	moderate	15
9	A9- I can understand the personalities of others through what subjected them to their own pages.	3.92	0.96	78.4	high	4
10	A10- S.N.S does not affect my real communication with relatives and friends.	3.55	1.33	71.0	moderate	5
11	A11- Using S.N.S does not affect my academic achievement.	3.26	1.30	65.2	moderate	11
12	A12- I did not arrive to the level of addiction by using S.N.S.	3.93	1.16	78.6	high	3
13	A13- S.N.S helps for curiosity and discovery.	4.24	0.73	84.8	high	1
14	A14- S.N.S helps to form relationships with opposite sex.	3.50	1.14	70.0	moderate	7
15	A15- S.N.S.motivate me to introduce my actual self to others.	3.40	1.31	68.0	moderate	10
	psychological impacts	3.49	0.50	69.8	Moderate	

Table (5) indicates that the item no. 13 which states " S.N.S help for curiosity and discovery " (mean.4.24) followed by the item no .3 which states " S.N.S motives is , Leisure and entertainment " ( mean4,11) , while item no8( mean.2.88) which states " I use S.N.S to reduce the feeling of psychological tension ".followed by the item no 5 which states " Using S.N.S drives me to search for new friends" (mean.2.90). The overall psychological effects was recognized by a mean of (3.49) reflecting moderate importance of this level as addressed by the study sample.

The researcher noticed that the highest and moderate items concentrated on the positive implementation of the S.N.S by the users , such as curiosity and discovery, leisure and entertainment, in addition to reducing the feeling of psychological tension, and searching for new friends. As indicated in number of the previous studies.

Means and standard deviations were used to assess the main impact of the S.N.S. on ASU students. The results are included in table (6).

**Table 6: Means and Standard Deviations and Relative Importance of the Social Impact Items**

No.	items	Mean	SD	RI	level	Rank
1	B1-S.N.S exposes me to other cultures.	4.42	0.68	88.4	High	2
2	B2-S.N.S enables me to display my talents.	3.49	1.03	69.8	Moderate	13
3	B3- S.N.S enables me to display my experiences.	3.60	1.01	72.0	Moderate	12
4	B4- S.N.S. constitutes my attitudes.	3.67	0.91	73.4	Moderate	10
5	B5- S.N.S. helps me to follow up local and international news.	4.48	0.64	89.6	High	1
6	B6- S.N.S. enables me to follow up fashion developments.	3.94	1.03	78.8	High	5
7	B7- S.N.S. is a tool of forming emotional relationship with the opposite sex.	2.90	1.34	58.0	Moderate	15
8	B8- S.N.S. is a tool to spread awareness among the masses.	3.88	0.99	77.6	High	6
9	B9- S.N.S. encourages me to participate in volunteer work.	3.77	0.99	75.4	High	9
10	B10- S.N.S. is a successful tool to communicate with academic teachers.	3.88	0.98	77.6	High	7
11	B11- C continuous use of the S.N.S. might lead to an emotional shock.	3.67	1.10	73.4	Moderate	11
12	B12- S.N.S. is a good way to freedom of expression.	4.13	0.84	82.6	High	4
13	B13- S.N.S. helps people to find solutions to their problems.	3.42	1.03	68.4	Moderate	14
14	B14- S.N.S. contributes on the launch of the energies of creativity and innovation among young people.	3.80	0.93	76.0	High	8
15	B15- S.N.S. expands my knowledge.	4.15	0.81	83.0	High	3
	social impacts	3.81	0.51	76.2	High	

Table ( 6 ) indicated that the item no. 5 which states " S.N.S help me follow up local and international news"( mean.4.48) followed by the item no.1 which states"S.N.S. expose me towards other cultures" ( mean.4.42) came within the highest degree level. While item no.7 which states "S.N.S is a tool of forming emotional relationship with the opposite sex"(mean2.90) followed by the item no.13 which states" S.N.S help people to find solutions to their problems"(mean.3.42).Came within the moderate degree level. The overall social effects was recognized by a mean of (3.81) reflecting a high importance of this level as addressed by the study sample.

The researcher noticed that the highest and the moderate items in this dimension concentrated also, on the S.N, S positive users' implementation, such as, following up local and international news, displaying their talents, expanding their knowledge and finding solutions to their problems. As mentioned in the previous studies.

Q2: What are the purposes of using S.N.S. by A.S.U students?

**Table 7: Frequencies and Percentages for the Purposes of Using Social Networking Sites**

Purpose	n	%
Social	247	74.4
Political	80	24.1
Educational	133	40.1
Cultural	166	50.0
Entertainment	258	77.7

The results in table (7) showed that the most common purpose of S.N.S use of the study sample was about entertainment that equaled (258) student with a percentage of (77.7%), and the next one was about social purpose which also equaled (247) student and a percentage of (74.4%), and those results agreed with all studies mentioned in the literature review.

On the other side the least purpose of use for the S.N.S was about the political one that equaled (80) student with a percentage of (24.1%), and this percentage was expected from the study sample, because according to the researcher experience in students issues and interests that is centered on the social and entertainment purposes and other related ones.

H01: There is no significant statistical impact at level ( $\alpha \leq 0.05$ ) of the social network sites on ASU students according to gender variable:

To test this hypothesis the researcher used t test, the results are provided in the following table:

**Table 8: T Test Results for Mean Differences of the S.N.S on ASU Students According To Gender Variable**

Impacts	gender	n	m	sd	T	p-value
Psychological	Males	188	3.51	0.46	0.62	0.531
	Females	144	3.47	0.55		
Social	Males	188	3.80	0.51	0.67	0.500
	Females	144	3.84	0.52		
Total	Males	188	3.65	0.42	0.03	0.970
	Females	144	3.65	0.48		

Table (8) provides that there are no significant differences between males and females over the impact of S.N.S sites on ASU students. All the observed probabilities were  $> 0.05$  concluding that both genders respond in an approximate degree over the impact of the S.N.S on ASU students.

The lack of significant impact with respect of social networking sites between males and females of the study sample in the opinion of the researcher returns to the common interests between them, because the content of those sites is available for both sex.

These results vary with the result of (Nomar, 2012) about differences between the males and females in terms of the use of social networking sites.

The results of (Jarrar, 2011) study showed that there was no differences between males and females regarding positive effects on both of them, and that the effect on females was more than males according to the study of (Helmi, 2008).

H02: There is no significant statistical impact at level ( $\alpha \leq 0.05$ ) of the S.N.S on ASU students according to faculty variable.

To test this hypothesis the researcher computed the t-test values as shown in the following table:

**Table 9: T Test Results for the Impact of the S.N.S According to Faculty Variable**

impacts	Faculty	n	m	sd	T	p-value
Psychological	Applied	176	3.43	0.47	2.49	0.013*
	Humanities	156	3.56	0.52		
Social	Applied	176	3.79	0.50	0.90	0.365
	Humanities	156	3.84	0.53		
Total	Applied	176	3.61	0.43	1.90	0.057
	Humanities	156	3.70	0.47		

Table (9) indicates that there are significant impact between the applied faculties and the humanities faculties ( $p= 0.013$ ) these impact were in favor of the humanities as, their mean (3.56) was greater than that for the applied faculties (3.43). For the social and total impact, there were no significant impact between applied and humanities as the observed probabilities were  $> 0.05$  which approved the null hypothesis and rejected the alternative one, and concluding that the two faculties do not differ significantly and respond in an approximate degree over the psycho social effects on ASU students. . The researcher may explain this result that the student faculty is not affected psychologically and socially by the (S.N.S), meaning that the student

Specialty as an applied one or humanitarian decides his interest in using these (S.N.S), so because of that, this use did not affect him according to the aforementioned factors.

The researcher does not find among the previous studies that include direct college variable, but there is a number of those studies denoted to negative impacts of S.N.S on the academic achievement of the universities students. Among those studies: (Dakheel and Albisher, 2012), (Al-saggaf, 2011), (Aren karbnski, 2010), and (Hassan, 2009).

H03: There is no significant statistical impact at level ( $\alpha \leq 0.05$ ) of the S.N.S on the ASU students according to place of residency variable.

To test this hypothesis the researcher used one way ANOVA, the results are provided in the following table:

Table (10) one way ANOVA test results Of the S.N.S on the ASU students according to place of residency variable.

impacts	persons living with	n	m	sd	f	p-value
Psychological	Family	229	3.49	0.49	0.82	0.440
	Colleagues	34	3.59	0.56		
	Alone	69	3.47	0.51		
Social	Family	229	3.83	0.51	1.62	0.198
	Colleagues	34	3.88	0.49		
	Alone	69	3.72	0.55		
Total	Family	229	3.66	0.44	1.24	0.291
	Colleagues	34	3.74	0.45		
	Alone	69	3.59	0.48		

Table (10) suggests that there is no significant statistical impact between the categories of place of residency variable of the S.N.S on ASU students. All the observed probabilities were  $> 0.05$  concluding that the different categories respond in an approximate degree over the social networking sites impacts.

To test this hypothesis, one way ANOVA test was used by the researcher to show which of the three independent group of place of residence (Family, Colleagues, alone) were affected by the impacts of S.N.S. And the results showed that neither of them was affected according to the values of (P) that were greater than (0.05) which approved the null hypothesis and rejected the alternative one. The researcher may explain this result that there was no relation between students residency place and the impacts of S.N.S, because if so the researcher believes that the number of these sites users will decrease, but on the contrary the number on the real situation are increasing dramatically which agrees with the hypothesis.

According to hypothesis, the researcher believes that the absence of social networking sites effect does not comply by place of residence, whether a resident of the individual alone or with his family and his friends, or by time of use.

If the user was staying alone, he can communicates with others and spend time in leisure and entertainment without feeling of social isolation, which considered to be one of the positives of social networking sites, as in the study of (Amin,2009) and ( Helmy,2008) , ( khader,no date ) , and ( baazeez, 2007-2008).On the other side, if the individual live with his family or with his friends , he will spend ascertain time communicating with others, and can separate him from the social environment, which considered to one of the negatives of the S.N.S, as in the study of ( Nomar,2012) , (Jarrar,2011) , ( Al-sary,2009),( Hassan ,2009), ( Al-saggaf, 20011),and( Meshel,2010) .

H.4: The impact of the social networking sites on ASU students increase according to the number of hours in use.

To test this hypothesis the researcher used one way ANOVA test, the results are provided in the following table: Table (11) one way ANOVA test results for the impact of the social networking sites on ASU according to the number of practice hours:

impacts	number of practice hours	N	m	sd	f	p-value
Psychological	< an hour	65	3.27	0.44	6.42	0.000
	1 – 2 hours	133	3.49	0.48		
	3 – 5 hours	71	3.58	0.48		
	> 5 hours	63	3.61	0.56		
Social	< an hour	65	3.68	0.58	6.96	0.000
	1 – 2 hours	133	3.74	0.47		
	3 – 5 hours	71	3.88	0.47		
	> 5 hours	63	4.03	0.51		
Total	< an hour	65	3.48	0.45	7.84	0.000
	1 – 2 hours	133	3.62	0.42		
	3 – 5 hours	71	3.73	0.41		
	> 5 hours	63	3.82	0.49		

Table (11) suggests that there were significant differences over the social networking sites impact according to the number of hours practiced. All the observed probabilities were < 0.05 concluding that the different categories respond in a different degree over the social networking sites effects. Scheffe post hoc test was used to locate the differences according to the number of practice hours. The results are provided in the next table.

To test this hypothesis, one way ANOVA test was used by the researcher to show which of the independent variable group (number of practice hours) had affected the S.N.S, and the results in table (10) showed that the great number of students (133) spend (1-2) hours which is not considered as a short time, that in its role if its reoccurred will be type of addiction, keeping in mind that the number of hours spent will increase leading to an increase of the psychological and social impact of S.N.S on the students like loneliness and depression and other social and psychological factors that may affect the student of this excessive use, which approve this hypothesis and reject the null one.

The researcher noticed that some results of the present study is similar the study of (Nomar, 2012) that the great number of her study sample spend more than 3 hours using the face book but the present study denoted that there is (71) individual of the sample spend 3-5 hours daily, and the greatest number of this study (133) individual spend 1-2 hours daily by using S.N.S. At the same time the result of the present study is similar to (Muis and Dismarsia, 2009) that the most number of their study sample (308) of the BA students spend less than one hour daily.

**Table 12: Scheffe Post Hoc Test to Locate the Differences Sources of Social Networking Sites According to the Number of Practice Hours**

impacts	number of practice hours	M	1 – 2 hours	3 – 5 hours	> 5 hours
Psychological	< an hour	3.27	*	*	*
	1 – 2 hours	3.49			
	3 – 5 hours	3.58			
	> 5 hours	3.61			
Social	< an hour	3.68			*
	1 – 2 hours	3.74			*
	3 – 5 hours	3.88			
	> 5 hours	4.03			
Total	< an hour	3.48			*
	1 – 2 hours	3.62			*
	3 – 5 hours	3.73			
	> 5 hours	3.82			

(\*) indicates significant differences.

- Over the psychological effects the differences were observed between the (< 1 hour) category and the higher practice categories such that the more practice hours indicate higher effect (referring to the greater means values provided).
- Over the social effects the differences were observed between the (> 5 hour) category and (1 – 2 hours) and (3 – 5 hours) categories such that the more practice hours (>5 hours) indicate higher effect (referring to the greater mean values provided for the > 5 hours).
- Over the total effects the differences were observed between the (> 5 hour) category and (1 – 2 hours) and (3 – 5 hours) categories such that the more practice hours (>5 hours) indicate higher effect (referring to the greater mean values provided for the > 5 hours).

### 13- Conclusions

1. There are positive and negative psychosocial impacts of S.N.S on its users.
2. The impact of social networking sites Increase with the increased hours in use.
3. The most common purpose use of S.N.S among political, cultural, entertainment, and educational is -the social one.

### 14- Recommendation

1. The need to impose controls and laws regulating the work of social networking sites by the governments and the people.
2. Work to promote the positive aspects of the use of the social networking site and minimizing the drawbacks and avoid risks.
3. Promote mutual cooperation and cultural communication between peoples.
4. Importance of the diversity of the social networking sites benefits in terms of educational, health and sports, economic and other benefits.
5. The need to carry out studies related to this topic with other variables.

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