The Impactof Social Networking Websites on the System of University Values Among Students of Al Ain University of Science and Technology in the U.A.E

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ABSTRACT

The aim of this study was to identify the impact of social networking websites on the system of university values among the students of Al Ain University for Science and Technology in the UAE. In addition, this study determined the differences in the extent of influence according to the variables of gender and experience. To achieve the objectives of the study, a 35 items questionnaire was developed. The sample was divided into three categories (religious and moral values, social values, personal values). The sample was applied to a sample of 772 students who were randomly selected by the study population of (1700) students and their percentage by 0.45. The results of the study showed that the social networking websites have impact medium on the system of university values among students of Al Ain University for Science and Technology in the UAE was medium . The study also showed that there were no statistically significant differences in the effect of the social networking websites on the university values system among the students of Al Ain University for Science and Technology in the UAE. Due to gender variable, the study also showed statistically significant differences in the impact of social networking websites on the system of university values attributed to the variable college and in favor of the Faculty of Education and Humanities and Social Sciences.

Keywords: Social networking websites, University values system, Al Ain University for Science and Technology.

Introduction

Social networks are created for the purpose of social communication between individuals of homogeneous interests and for the purpose of exchanging knowledge and information, whether in video, image, or text. It is a platform for the promotion of certain ideas and values, whether social, intellectual, ethical, religious or political. And the most widespread on the Internet for the provision of communication between individuals and groups users, enabling them to communicate and exchanging ideas, opinions, information, files, photos and videos. In addition to this, there are social websites specialized in the areas offering specific and diverse data related to educational, cultural, political, marketing, environmental and health areas. Social networking through networks has had a great impact on the value of social and national identity and on social cohesion within the same society, the neglect of the positive side of these networks is not recognized by a wise as these networks allow users to attach files and write about topics of interest to subscribers on the same page and serve their common interests, Social networking websites have opened wide horizons, created significant opportunities in communities, created new ways of social communication and changed many social lifestyles.

Al-Abdullah (2005) emphasizes that social networking websites are capable of activating the human potentials and directing them to build creativity in the context of "developing the old and replacing the new values and behaviour, increasing the fields of knowledge to the public and increasing their ability to empathize and accept change. Not in broadcasting information, but in presenting the form of reality, and in understanding the social and political context in which events are placed.

Al-Mansoor (2012) points out that the first appearance of these networks was in the early 1990s. In 1995, Randy Conrads designed Classmates.com to help friends and colleagues gathered at different stages of life and in 1997 the site of Degree six.com was established for social networking. The competition grew in a dynamic and up-to-date mode to provide users with ease, convenience and benefits. In the meantime, these websites sought to satisfy the youth's desire for communication and research. They also played an influential role in shaping their intellectual and moral attitudes. Besides it affected the harvest scientific and cognitive interest in all social, economic, political and religious patterns and contributed positively or negatively to the formation of their value system.

It is worth mentioning that social networks are emerging as virtual places of communication and dialogue due to the Internet. The virtual place is a modern term of intellectual deliberation, "which means all that is related to the imaginary space, in its physical dimension, in the creation of new ways in the engineering of communication technology both virtual and legal. Moreover, virtual society has several features:

- The flexibility and breakdown of the idea of the reference group in its traditional sense. Virtual society is not determined by geography but by common interests that bring together people who did not necessarily know each other before meeting electronically.
- The boundaries of geography no longer play a role in shaping virtual societies.
- Its features and dependencies end up in isolation.
- Virtual societies are not based on reparation or coercion but rather on selection.
- In virtual communities means of regulation; control and rules to ensure privacy and confidentiality.

Virtual societies are highly decentralized and gradually end up dismantling the concept of traditional identity. The dismantling of identity is not limited to a certain country or national identity, but rather to personal identity (Rahoma, 2007).

Boyd & Ellson (2009) defines social networks as "web-based websites that allow individuals to give a glimpse into their public life, to have access to the list of registrars, to express the views of individuals or groups through the communication process, from one location to another."

Radhi (2003) defined social networks as "a set of websites that have emerged with the second generation of web 2 that allows people to communicate in a virtual community structure that brings together a common or semi-personal interest that is communicated through messages or Profiles, and their news and information". As Sadeq (2011) defined it as "an effective means of social communication between individuals whether they are friends we know in fact or friends I knew through virtual contexts."

Swite (1996) defines social networks as an age-changing organization in terms of style, management and practice. In the opinion of Strawberry (2006), electronic networks are: opening the world electronically through the Internet, activating the means of presenting information, and transmitting news and ideas and using windows, pages and websites available, which can be alternative media between the individual and a wide audience of the readers and the interested in the field and relevant activities and ideas.

Ali (2003) defines them as social web websites on the Internet and is the mainstay of new or alternative media, which allows individuals and groups to communicate among themselves through this virtual space.

Zaki (2012) thinks of social networking websites as interactive social networks that allow users to communicate anytime, anywhere in the world. They have been on the Internet for years and enable them to communicate visually and audio, share photos and other potentials developing the social relationship between them.

As Balas (1996), defines it as a program used to build communities on the Internet where individuals can communicate with each other for a variety of reasons. Emad (2008) defines them as the new ways to connect to the digital environment, allowing subscribers to meet and gather on the Internet and share benefits and information via audio and video.

1.1. Literature Review

Social networking websites have become an outlet for young people. They have influenced the value system and have stimulated enthusiasm for interaction with many values, intellectual, political, religious, health and social issues

that focus on the human aspect, which is based on their values. They can also be used as a personal means to market an idea, hobby or small project. Social networking websites are a good tool to enable their subscribers to use the best educational methods to modify negative behaviours. Social networking websites make positive and negative changes in thinking and behaviour that engage them in the discussion and win them. The skills of communication and persuasion in a direct and indirect way and thus contribute to the formation of mentality, personality and psychological youth and highlight their talents and creations, as well as working to urge them to promote the values of cooperation and love and brotherhood and honesty and honesty and respect for others, but if Use the negative image they contribute to the emergence of the deficit, selfishness, intolerance, extremism and blind imitation and the spread of chaos among subscribers (Asad 2011).

Awad (2012) emphasizes that these networks constitute a fertile ground for university youth to exchange experiences, skills and experiences. And the acquisition of the values of collective learning such as cooperation and initiative and respect the thought and view of the other and commitment to the time of work, and is a tool used to promote and consolidate adherence to religious values and values of good citizenship and rooting in the hearts of young people, in addition to the knowledge of the culture of the other and freedom of expression in the respect of others, Social networks facilitated the formation of friendships with homogeneous interests, local and global, and contributed to the further activation of the role of civil society.

As university youth are the wealth of the nation and its precious treasure, they are the vanguard of desired change. This important wealth either invests properly in development and construction, or is wasted through misuse, leading to loss or corruption. But remained helpless in the way it is employed and rationalizing its investment. The challenges faced by young people today are: The value challenge of social networks that have become marginalizing and eliminating the value of human values, the exclusion of human values and the rule of all forms of cultural alienation in universities, which led to the failure of the educational process and the lack of awareness of human life. The values are all characteristic of the human being, and reflect the thinness and toxicity, the university values are the surface that binds the members of the institution to each other and create a unified body of one of the characteristics that distinguish the members of the institution.

What distinguishes university youth today is that they possess a wealth of knowledge, information and values derived from the different technological means that characterized the postmodern era. The digital culture, which seeks to control the human being; is subordinated to Western culture in all its value components or the so-called market culture.

The production of consumer youth depends directly on western values and through various electronic websites, which are often concerned with foreign forms rather than content, which has made the values promoted by a commodity or goods come within the competition of the companies producing them for the purpose of humanization. It has become a major factor in the values of the market, and what distinguishes this modern technology from the traditional, it has become outside the perimeter of educational institutions, which were subject to these monitoring and guidance. Universities are the most important institutions, which help to build values and institutionalized through the interaction of the student with the components of the educational system, represented by members of the faculty, administration, students and the community.

It is one of the most important values created by universities as a form of thinking, creativity and practice, freedom of expression, equality, cooperation, brotherhood, justice, excellence, pluralism, honesty, environmental protection and other values.

Jarrar (2011) points out that the university stage is an important one for the rehabilitation of young people to take responsibility and gain the real knowledge regarding the requirements of the values, knowledge and technology. It is also the period of preparation and rehabilitation of the individual to face the problems of society and thus work on increasing production. The student has a high level of thinking, so he needs to satisfy his personal and intellectual needs and desires, and this was done through social networking websites where the channels of dialogue and criticism opened.

Perhaps what makes the various educational institutions an important necessity of life at this time more than ever before, is light of the spread of modern technologies and the resulting deterioration of the value side of the students, both at the global level in terms of moral decay, spread of crime and corruption and poor conscience, spread of lying, hypocrisy, personal benefit and other negative behaviours. Hence, it is possible to diagnose the current crisis in the world today as a crisis of values, resulting from a conflict between the old and the modern and the general desire expressed by different societies to modify old values and build a new world on the basis of new values adopted by universities and work on planting and developing students challenges of technology.

This study aims to identify the impact of social networking websites on the system of university values among students of Al Ain University for Science and Technology in the UAE. The researcher used the descriptive analytical method through a study tool that was applied to a sample of the study. The results of the study showed that the role of the social networks in the development of Palestinian youth participation in community issues was average, 96.1% of the sample used social networking websites, 99.3% The results showed that 96.6% of the users confirmed that these networks develop the values of participation in the community and that these websites develop the values of access to knowledge and communication and leisure and make positive friendships.

 The researcher used the descriptive approach by designing a questionnaire to survey the students' opinions, collect facts and information, and then analyse them. The sample of the study was (525) students, and study shows that the use of social networks among students is widespread and that these networks constitute a source of knowledge and news. The results also show that these websites promote patriotism, loyalty and belonging among students, and increase the degree of incitement and use of the religious factor to stimulate students' behaviour.

A comparative study of social and electronic Arab websites was used as a model. The researcher used the descriptive method, one for analyzing the form and the other for content analysis. The results of the study showed that both websites are interested Economic, commercial, sports, knowledge and political issues, as the results showed the excellence of Arab websites on western websites, and the results indicated that there is a positive and negative impact of these websites on the audience of recipients.

A research study conducted by Awad (2012) aimed to examine the impact of social networking websites in the development of social responsibility among young people through the implementation of a training program. The researcher used the experimental method through applying it to a sample of (18) male and female students. The existence of statistically significant differences according to the gender variable in the impact of social networking websites in the development of social responsibility among young people through the implementation of training program was identified.

The study of Alawneh (2012) aimed to identify the role of social networking websites in motivating Jordanian citizens to participate in the activities of the mass movement, using the methodology of the media survey in both descriptive and analytical terms on a sample of 296 unionists in the city of Irbid. The study found that the role of social networking websites in motivating Jordanian citizens to participate in the activities of the mass movement was medium. According to the results, 74.7% of trade unionists use social networking websites, 24.3% use them because they provide an opportunity to express opinions freely and 50.6% of trade unionists use Facebook and 27.1% use Twitter and the motives for using these websites are to allow communication with friends (28.5%), and gives the opportunity to express opinions freely (21.8%). The results also showed that 56.6% of trade unionists participate (always, sometimes and rarely) in the mass movement that calls for reform and change in Jordan, through social networking websites. The results showed that there is no statistically significant relationship between the demographic characteristics of trade unionists and the participation in mass mobility through social networking websites.

The study of the Jarrar (2011) aimed to know the participation in Facebook and its relationship to the attitudes of young people towards family relations, considering that the nature of the relationship between the young man and his family is one of the most important indicators of the nature of its interaction with the real community. The researcher used the descriptive approach. The survey method was used to collect data. The study population consisted of all young

people aged 15-24 years in Jordan. The sample size was determined by 384 young men and women between (15-24 years). The results of the study showed that the percentage of young people who have a Facebook subscription is 74.4% of the total Jordanian youth. The percentage of males who participate in the site is 56%, which is higher than the female participation rate (44%). Three-quarters of the participants visit the site on a daily basis (73.8%), and more than half of the youth (57.4%) believe that their participation reduced the time spent with their families, and 14.2% could not determine whether their participation in the site affected or did not affect their lives.

Assaad (2011), aimed to find out the relationship between the use of social networking websites and social values of Egyptian youth. The researcher used the analytical descriptive method by analyzing 139 video clips of YouTube websites and analysing 202 personal pages for Egyptian university students on Facebook. The results of the study showed that 97% of college students use Facebook to research community issues, political events and dissemination of knowledge, as the results showed that music, art and personal knowledge most viewed on YouTube.

The study of Meshel, (2010) aims to identify the impact of the use of social networks on social relations, where the descriptive method was used on a sample of (1600) young people of social networking users in Britain, and the results showed that more than half of young people use social networking websites for long periods of time. The results showed that the youth who use the social networking websites use the phone less, and that 53% of the users confirmed changing their lifestyle by these websites.

Al-Saggaf Study (2009) aims to know the communication between the e-community and the non-e-community in Saudi Arabia. The researcher used the descriptive approach through conducting live interviews with the study sample of (15). Positive and negative effects of the process of electronic communication include isolation and addiction, disability and depression is one of the most important disadvantages of networks, and that freedom of opinion and confidence and respect for the other of the most important positives of these websites.

The study conducted by Al – Sari (2009) aims to identify the psychosocial effects of youth communication with each other through the Internet by applying a random sample of 472 young people who use the internet in their daily lives in Doha, Qatar. The study found that the Internet as an electronic means of communication has unique advantages and communication characteristics that are rarely found in other means. This has resulted in a significant change in the nature of family and family communication. This is reflected in the decrease in the amount of time spent sitting and interacting with their families, the visits they made to their relatives before getting used to the Internet on the other hand. Despite the positive effects the Internet has on young people, it has also left some of the negative effects of the onset of some of the symptoms of online addiction, and has also created some emotional shocks to some of its single and married users, negatively impacting their family relationships and contributed to the emergence of some aspects of psychological alienation and socialization of embodied in the wish to live outside their community.

General comment on previous studies:
1. All studies dealt with the subject of social networking websites.
2. Studies have been applied in Arab and other environments in foreign environments.
3. The sample of studies varied between males and females.
4. The approach of all studies is the descriptive approach and the experimental approach.

Similarities and differences between previous studies and current study:
1. The current studies with the previous studies are similar to those of social studies only.
2. Similar to previous studies in the literature that touched on social networking websites.
3. Similar to previous studies in the tool used (questionnaire).
4. Also similar to studies in statistical methods used.
5. While the current study differs from the previous studies by dealing with an axis that has not been addressed in the previous studies, namely, the system of university values.
6. All previous studies did not address the impact of social networking websites on the system of university values and this is what characterized the current study on previous studies.

7. Most of the previous studies dealt with one of the values and did not address the values as a homogeneous unit (value system)

Extent of use of previous studies in the current study:

1. Formulating the problem so that it starts with what others have done.
2. Formulating the literature of the study (theoretical framework).
3. Steps and procedures of the study.

1.2. Study problem and questions:

For decades, the world has lived in an information society in which ICT plays a greater role in communicating with other cultures through social networking websites, which have a range of characteristics rarely found in any other medium. They combine people or organizations with interests in common or compatible with intellectual and religious beliefs. It is a platform for the promotion of values and ideas whether social, religious, moral or political, so social networking websites are the most important websites that play an important role in the cultivation and development of diverse values. It is an important tool in shaping Personality where students help them to demonstrate their abilities and preferences and their participation in all activities.

It should also be noted that educational institutions in general and universities in particular have been alerted to social networking websites and their positive or negative role in shaping the value system of students participating in these websites. Kraut et al. (2004) study suggests that social networking websites lead to addiction and frustration. Fadlullah (2011) emphasized that social networking websites increase personal autonomy and increase self-confidence, openness to the outside world, and knowledge of the ideas, cultures and values of other societies.

Hence, the aim of this study is to identify social networking websites and their impact on the university values system among students of Al Ain University for Science and Technology in the UAE.

1.3. Study Questions

•   What is the impact of the social networking websites on the university values system among the students of Al Ain University for Science and Technology?

•   Does the impact of social networking websites differ on the system of university values among the students of Al Ain University for Science and Technology, with different variables (gender, colleges?

1.4. *Significance of the Study*

The importance of this study stems from the following dimensions:

1. Addressed to the stage of educational excellence is the university.
2. The rapid and advanced technological revolution and the spread of these media and their role in shaping the human personality.
3. Increased number of users of social networking websites in Arab societies, especially university students.
4. The value struggle between the participants of social networking websites, especially the youth.
5. The scarcity of previous studies that dealt with this aspect, most of the previous studies dealt with the impact of social networking websites on community participation, public opinion or the media or political aspect, but it did not address the value side, so this study is one of the leading studies in this field.

1.5. *Objectives of the study*

The aim of this study is to identify the impact of social networking websites on the university values system among the students of Al Ain University of Science and Technology in the UAE, in terms of the three areas adopted by the study tool. It also aims to identify the effect of some variables in social networking websites on the university values system (gender, college). It also aims to contribute to the development of a set of recommendations.

1.6. Limitations of the Study

1.   Spatial boundaries: This study was applied to the students of Al Ain University of Science and Technology in the UAE.

2.   Time limits: This study was applied during the first semester of the academic year 2018 - 2019.

3.   Human Boundaries: The society of the study was confined to the students of Al Ain University for Science and Technology in the UAE.

4.   Methodological limits: The results of this study were determined according to the accuracy of the answers of the members of the study tool axes, which were defined for the purposes of the study, which is the system of university values (religious and ethical values, social values, personal values.

1.7. Definitions

•   University values: A standard, standard, criterion or rules on which university life is based, measured and judged, and determined on the desired or desired basis.

•   Social networking websites: a group of websites on the Internet that allows social communication between participants and the transfer of ideas and information and news in audio and video.

2.   Method and procedures

2.1. Methodology: The study was based on the descriptive approach. A questionnaire was developed as a main tool for collecting data and information.

2.2. Local Context of the Study: The local context of the study shall be from the students of Al Ain University of Science and Technology, Abu Dhabi for the academic year 2018 (1700 students).

2.3. The study sample: The sample of the study consisted of (772) students who were chosen by the random method. Table (1) shows the distribution of the study sample according to the study variables.

Table (1) Distribution of the Study Sample According to the Study Variables

	Variable	Number	Total	Percent	Total
Gender	Male	374	772	48.45 %	100%
	Female	398		51.55 %	
College	Education	167	772	21.63 %	100%
	Law	160		20.73 %	
	Comm and Media	128		16.58 %	
	Engineering	95		12.30 %	
	Business	131		16.97%	
	Pharmacy	91		11.79 %	

2.4. Study tool:

The study tool consists of two parts: the first contains general information for the respondent, namely gender and the college. The second part is a questionnaire to measure the impact of social networking websites on the university values system among the students of Al Ain University for Science and Technology in the UAE, which were developed by the two researchers through the study of theoretical literature and previous studies, such as the study Hamouda (2013) and study Aldbisi and Tahat (2013) and the study of Al-Mansour (2013). Total of the (35) statements were divided into three areas: the field of religious and moral values and included (11) statements, including 6 positive statements, which are (1 - 6) and 5 negative of (7 - 11). 13 of them are positive statements (1 - 7) and 6 are negative statements (8 - 13), the area of personal values (10) statements, of which 6 are positive statements (1 - 6) and 3 statements negative (7-3). The questionnaire was prepared according to the Likert scale, where it is (very high, high,

medium, low and very low).

Very high	High	Medium	Low	Very Low
1	2	3	4	5

As for the negative statements, the scores were reversed so that the gradient was given very large one degree and the gradient was very few five degrees. The standard was reached through: The upper limit - the minimum, where the highest sign is (5) - the least sign is (1) = 4. 4 = 5 levels (very few, low, medium, large, very large) = 0.8. When the minimum is one degree, then 0.8 for each marker is incremented according to each statement, so the weights of the paragraphs become as follows:

- (1.8) indicates very little approval.
- (1.81- 2.6) indicates a low degree of approval.
- (2.61 - 3.4) indicates a moderate approval score.
- (3.41 - 4.2) indicates a high degree of approval.
- (4.21-5) indicates a very high degree of approval.

2.5. Validity the study tool

The validity of the virtual tool was verified by presenting it to a group of university faculty members in order to benefit and guide their opinion on the appropriate degree of the subjects of the study fields, to consider the veracity of the paragraphs and their linguistic integrity and any addition or deletion of the words they see. The arbitrator shall agree on the case of half of the arbitrators or more, and taking into account all the observations received from the arbitrators, whether the wording or the clarity of the paragraphs or the degree of association of the paragraph in the field or addition or deletion and amendment, and then taken out in final form.

2.6. Stability of the tool

After the questionnaire was applied to the sample of 50 students from outside the study sample, stability was calculated in the internal consistency method according to the equation of Cronbach Alpha, which reached (87%) which is high and acceptable for the purposes of the study and Table (2).

Table (2) The Stability Coefficients of the Study Fields

The Field	Stability coefficient (Alpha Cronbach)
Religious and moral values	88%
Social values	89%
Personal values	84%
Total	87%

2.7. Statistical processing:

Statistical data were collected using statistical averages, standard deviations, frequencies and percentages. The T-test, the single-variance analysis test, and the quasi-dimensional cross-test were used.

3.   Results and discussion of the study

3.1. Statistical processing: Statistical data were collected using statistical averages, standard deviations, frequencies and percentages. The T-test, the single-variance analysis test, and the quasi-dimensional cross-test were used.

The first question: What is the impact of social networking websites on the system of university values among the students of Al Ain University for Science and Technology?

To answer this question, the researcher calculated the arithmetical averages, the standard deviations and the degree level for each field of the tool. The frequencies, percentages, arithmetic averages, standard deviations, grades, and grade level were also calculated for the responses of the study subjects on each statement of each field Figures (3, 4, 5, and 6).

Table (3) depicts the arithmetical averages, standard deviations and the level of degree of influence of social networking websites on the value system are arranged in descending order.

Tool areas	SMA	standard deviation	Level of impact
Religious and moral values	3.33	1.017	Medium
Social values	3.09	1.347	Medium
Personal values	3.18	1.317	Medium
Total	3.20	1.217	Medium

Table 3 shows that the overall mean of the impact of social networking websites on the collective value system was 3.20 and a standard deviation (1.217), which reflects the average effect, and the researcher attribute this to social networking websites. And deal with the development of self-confidence among the participants and personal autonomy. Today, university students are more aware and cultured, which leads to dealing with these websites and to say what is good for them and the father. He returned for the negative stuff. The results of this study are consistent with Hammouda's (2013) study, which showed that the role of social networks in the development of Palestinian youth participation in community issues was average. The study of Alawneh (2012), which also showed that the role of social networking websites in motivating Jordanian citizens to participate in the activities of the mass movement was medium.

The results showed that the field of religious and moral values has obtained the first rank with an average of 3.33 and reflects the average effect. This is due to the importance of the social networking websites and their role in developing the values of the students because they have been correctly understood and the positive ones that generate knowledge and develop honesty, on safety and away from negative things in them which affect religion and morals.

The field of personal values came second with an average of 3.18 and reflects an average effect. The researchers attributed this to the knowledge of personal values leads to the use of social networking websites in a positive and reliable and high knowledge of useful things from harmful and not to drain time and effort with things that do not serve the educational and cultural process.

While the field of social values came in third and final rank with an average of (3.09) and reflects the average effect. This indicates that the correct use of social networking websites strengthens the bonds of love and tolerance between students and develops the spirit of free competition.

Table (4) for repetitions, percentages, arithmetical averages, standard deviations, grades, and grade level of the responses of the study members to each of the religious and moral values.

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
1	Social networking websites develop honesty among participants	K	198	191	204	93	86	3.40	1.291	6	Medium
		%	25.6	24.7	26.4	12	11.1				
2	Social networking	K	66	281	228	164	33	3.23	1.017	9	Medium

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
	websites increase friends' loyalty	%	8.5	36.4	29.5	21.2	4.3				
3	Social networking increases the humility of subscribers .	K	89	237	270	109	67	3.22	1.099	10	Medium
		%	11.5	30.7	35	14.1	8.7				
4	Social networking websites contribute to the development of trust among participants .	K	81	289	337	65	0	3.49	. 793	5	big
		%	10.5	37.4	43.7	8.4	0				
5	Social networking websites raise the degree of fulfillment among subscribers.	K	52	297	258	129	36	3.26	. 971	8	Medium
		%	6.7	38.5	33.4	16.7	4.7				
6	Social networking websites develop moderation and moderation among participants	K	181	242	241	108	0	3.56	. 990	1	big
		%	23.4	31.3	31.2	14	0				
7	Social networking websites increase visibility among subscribers.	K	71	173	207	254	67	2.91	1.123	13	Medium
		%	9.2	22.4	26.8	32.9	8.7				
8	Contribute to increased extremism and extremism among the participants.	K	34	157	548	0	33	3.21	. 713	11	Medium
		%	4.4	20.3	71	0	4.3				
9	Develop arrogance and vanity at the participants.	K	161	275	188	115	33	3.54	1.105	2	big
		%	20.9	35.6	24.4	14.9	4.3				
10	Increase lying among subscribers .	K	208	83	257	165	59	3.28	1.276	7	Medium
		%	26.9	10.8	33.3	21.4	7.6				
11	Contribute to the increase and spread of treachery and treachery among subscribers.	K	142	279	236	Games	36	3.53	1.050	3	big
		%	18.4	36.1	30.6	10.2	4.7				
		%	14.1	30.3	21.2	25.5	8.8				
The general arithmetic mean of the field								3.33	. 560	Medium	

The results of Table (4) indicate that the mean of the level of influence of the social media websites on the system of university values among the students in the field of religious and moral values was medium and with a mean (3.33). The arithmetic averages of the paragraphs ranged from (3.56) "Social networking websites moderation and moderation between subscribers" and (2.91) to the minimum and the paragraph "social networking websites increase the visibility among participants."

Table (5) Frequency, percentage, arithmetic mean, standard deviations, grade, and grade level of the responses of the study members on each paragraph of the field of social values.

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
1	Social networking websites are relationships of love and cooperation among participants	K	190	91	327	164	0	3.37	1.076	2	Medium
		%	24.6	11.8	42.4	21.2	0				
2	Contribute to the spread of tolerance among participants	K	62	174	419	117	0	3.22	.803	6	Medium
		%	8	22.5	54.3	15.2	0				
3	Develop the love of participation and voluntary work of participants	K	163	125	311	173	0	3.33	1.050	3	Medium
		%	21.1	16.2	40.3	22.4	0				
4	Contribute to participation in social and national events.	K	101	82	256	218	115	2.79	1.210	12	Medium
		%	13.1	10.6	33.2	28.2	14.9				
5	Develop values of respect for the system among subscribers .	K	23	259	238	157	95	2.95	1.072	9	Medium
		%	3	33.5	30.8	20.3	12.3				
6	Increase honest competition among participants .	K	42	217	283	196	34	3.05	.963	8	Medium
		%	5.4	28.1	36.7	25.4	4.4				
7	Increases the degree of responsible freedom among participants	K	118	63	433	111	47	3.12	1.033	7	Medium
		%	15.3	8.2	56.1	14.4	6.1				
8	It creates false relationships and friendships among participants	K	62	411	156	114	29	3.47	.965	1	big
		%	8	53.2	20.2	14.8	3.8				
9	Increases social isolation among subscribers	K	137	65	214	271	85	2.87	1.253	11	Medium
		%	17.7	8.4	27.7	35.1	11				
10	Which promotes the spread of crime and violence in all its forms	K	36	132	267	274	63	2.75	.988	13	Medium
		%	4.7	17.1	34.6	35.5	8.2				
11	Contribute to the high unemployment rate among the participants	K	142	175	245	181	29	3.28	1.126	4	Medium
		%	18.4	22.7	31.7	23.4	3.8				
12	Increase family and social disintegration among participants	K	118	105	230	230	89	2.81	1.225	10	Medium
		%	15.3	13.6	29.8	29.8	11.5				

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
13	Contribute to the spread of racism and discrimination among participants .	K	183	86	295	148	60	3.21	1.288	5	Medium
		%	23.7	11.1	38.2	19.2	7.8				
The general arithmetic mean of the field								3.09	. 617	Medium	

The results of Table (5) indicate that the mean of the level of influence of the social networking websites on the system of university values among the students in the field of social values was medium and with a mean of (3.09). The arithmetic averages of the paragraphs ranged between (3.47) which creates false relations and friendships between the participants "and (2.75) to the minimum and the paragraph" is working to spread the crime and violence in all its forms"

Table (6) for repetitions, percentages, arithmetic averages, standard deviations, grades, and grade level of the responses of the study members to each paragraph of the field of personal values.

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
1	Contribute to the organization and management of time in a positive way	K	132	163	360	81	36	3.35	1.031	4	Medium
		%	17.1	21.1	46.6	10.5	4.7				
2	Develop knowledge love among participants	K	62	108	246	249	107	2.70	1.118	10	Medium
		%	8	14	31.9	23.3	13.9				
3	Increase self-confidence among participants	K	85	233	191	221	42	3.13	1.110	7	Medium
		%	11	30.2	24.7	28.6	5.4				
4	Increase the optimism and success among the participants	K	264	81	291	89	47	3.55	1.237	1	big
		%	34.2	10.5	37.7	11.5	6.1				
5	Develop the personal autonomy of the participants	K	157	180	248	181	6	3.36	1.078	3	Medium
		%	20.3	23.3	32.1	23.4	0.8				
6	It works to increase communication and meet the participants	K	121	182	285	142	42	3.26	1.095	5	Medium
		%	15.7	23.6	36.9	18.4	5.4				
7	Increases the degree of depression among participants	K	104	81	401	186	0	3.13	. 932	6	Medium
		%	13.6	10.5	51.9	24.1	0				
8	Increases the degree of addiction to subscribers	K	62	217	191	267	35	3.01	1.063	8	Medium
		%	8	28.1	24.7	34.6	4.5				
9	Contribute to the absence of personal identity of the participants	K	109	83	275	240	65	2.91	1.146	9	Medium
		%	14.1	10.8	35.6	31.1	8.4				
10	Contribute to the depletion of	K	221	117	222	176	36	3.40	1.245	2	Medium

Paragraph number	Paragraphs	Duplicates and ratios	Degree of approval					SMA	standard deviation	Ranking	Degree of approval
			Too high	High	Medium	Few	Very few				
	time and effort among participants	%	28.6	15.2	28.8	22.8	4.7				
The general arithmetic mean of the field								3.18	1.246	**Medium**	
Weighted average (general)								3.18	. 702	**Medium**	

The results of Table (6) indicate that the of the level of influence of the social networking websites on the student value system in the field of personal values was medium According to the criterion used in the study, where the mean arithmetic of the (3.18), while the highest paragraphs in terms of the mean arithmetic, paragraph (4) "increase the optimism and success among the participants," where the average arithmetic (3.55) While the second paragraph (2) The "love of knowledge among the participants" is the least arithmetic average between the paragraphs of this table, with an arithmetic average of 2.70.

Question 2: Does the impact of social networking websites differ on the system of university values among the students of Al Ain University for Science and Technology, with different variables (gender, colleges)?

To find out if there were statistically significant differences in the responses of the individuals in the study sample according to the variables (gender, total), the second variable was used, and tables (7, 8) show this. One way Anova, test (T) and test the mono-variance.

Table (7) Results of the (T) test to indicate the differences between the mathematical averages of the impact of social networking websites on the system of university values among the students of Al Ain University for Science and Technology according to gender variable.

Level of significance	Calculated	standard deviation	SMA	the number	Sex
0.764	0.301	1.23	3.23	374	**Male**
		1.34	3.16	398	**Females**

Table (7) shows that there are no statistically significant differences in the impact of social

networking websites on the system of university values according to the gender variable. The researchers attributed this to the fact that in light of the rapid technological changes, all students use social networking websites and are ready for everyone and everyone knows its importance and positive role In promoting the educational educational process. The results of this study are consistent with the study of Awad study (2012) which showed that there are no statistically significant differences according to the gender variable in the impact of social networking websites in the development of social responsibility among young people through the implementation of training program.

Table (8) Results of the analysis of the variance to illustrate the differences between the responses of students according to the macro variable.

the field	Groups	SumThe squares	Degrees of freedom	Average squares	Value of P	Level of significance
Religious and moral values	**Between groups**	62.054	5	12 . 411	52 . 897	. 000
	Within groups	179 .723	766	. 235		**Function ****
	Total	241 .778	771			

Social values	**Between groups**	103 .126	5	20 . 625	83 . 087	. 000	**Function ****
	Within groups	190 .149	766	. 248		
	Total	293 .275	771			
Personal values	**Between groups**	115 .723	5	23 . 145	67 . 141	. 000	**Function ****
	Within groups	264 .051	766	. 345		
	Total	379 .774	771			

Table 8 Table (8) shows the above results that there are statistically significant differences at the level of 0.05 and below

In the impact of social networking websites on the system of university values on all fields of study (religious and ethical values, social values, personal values) by the variable of the college, and to determine the validity of differences in each of the two categories. The researchers used the L S D test on these areas, and Table 9 illustrates this.

Table (9) depicts the results of the "LSD" test for differences in each of the two categories of the total variable.

fields of study	Level of study	N	SMA	standard deviation	education	Literature	Science	Engineering	Business Management	Agriculture
Religious and moral values	education	167	**3.84**	. 319	-	*	*	*	*	*
	Law	160	**3.13**	. 315	*	-		*		*
	Communication and Media	128	**3.07**	. 741	*		-	*		*
	Engineering	95	**3.41**	. 676	* 0.43	*	*	-	*	*
	Business	131	**3.06**	. 341	*			*	-	*
	the pharmacy	91	**3.66**	. 039	*	*	*	*	*	-
Social values	education	167	**3.82**	. 540	-	*	*	*	*	
	Law	160	**3.18**	. 151	* 0.64	-	*	*	*	*
	Communication and Media	128	**3.02**	. 279	*	*	-	*	*	
	Engineering	95	**2.88**	. 887	*	*	*	-	*	*
	Business	131	**2.60**	. 118	*	*	*	*	-	*
	the pharmacy	91	**2.95**	. 502		*		*	*	-
Personal values	education	167	**3.95**	. 589	-	*	*	*		*
	Law	160	**3.08**	. 375	*	-		*	*	*
	Communication and Media	128	**3.20**	. 440	*		-	*	*	*
	Engineering	95	**2.86**	1.031	*	*	*	-	*	*
	Business	131	**2.84**	. 049		*	*	*	-	*
	the pharmacy	91	**3.42**	. 201	* 0.53	*	*	*	*	-

Table (9) shows statistically significant differences at the level of 0.05 and less in the attitudes of the study members on all fields of study (religious and ethical values, social values, personal values) according to the variable of the college. To the existence of free time for students of the Faculty of Education more than other colleges, adding that these websites contain a large proportion and high educational subjects that students seek to know and use.

Recommendations

In light of the results of the study, the researcher recommends the following:

• The importance of social networks should be more clearly defined through meetings and conferences.

• The need to contain various educational courses on parts of them to speak about the importance of social networks and warning of the dangers.

• The need to enact laws and legislations, which criminalize the bad use of social networks.

• The need to develop awareness programs for youth to rationalize the use of these networks, and the issuance of a newsletter informational university, distributed within the university to raise awareness among young people to take advantage of the Internet positively.

• The need to support family awareness of the social and moral dangers resulting from the use of social networks, and family participation of children in a statement of the importance of using the Internet and determining the positives and disadvantages.

• The need to address the media colleges and research centers to work to encourage researchers and university students to conduct further research and studies on various social networks and their various effects on university values.

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تأثير مواقع التواصل الاجتماعي على منظومة القيم الجامعية لدى طلبة جامعة العين للعلوم والتكنولوجيا في دولة الإمارات

محمد سلمان فياض الخزاعله

ملخص

هدفت هذه الدراسة التعرف إلى أثر مواقع التواصل الاجتماعي على منظومة القيم الجامعية لدى طلبة جامعة العين للعلوم والتكنولوجيا في دولة الإمارات، بالإضافة إلى تحديد الفروق في مدى التأثير وفقاً لمتغيري(الجنس، الخبرة) ولتحقيق أهداف هذه الدراسة تم تطوير استبانة مكونه من(35) فقرة موزعة على ثلاث مجالات:(القيم الدينية والأخلاقية، القيم الاجتماعية، القيم الشخصية) وقد تم تطبيقها على عينة مكونة (722) طالباً وطالبة تم اختيارهم بالطريقة الطبقية العشوائية من مجتمع الدراسة البالغ (1700) طالباً وطالبة بنسبة مئوية مقدراها(0.45). وأظهرت نتائج الدراسة أن تأثير مواقع التواصل الاجتماعي على منظومة القيم الجامعية لدى طلبة جامعة العين للعلوم والتكنولوجيا في دولة الامارات، قد جاء بدرجة متوسطة، وأن جميع مجالات الأداة كانت أيضاً متوسطة، وأظهرت الدراسة عدم وجود فروق ذات دلالة إحصائية في تأثير مواقع التواصل الاجتماعي على منظومة القيم الجامعية لدى طلبة جامعة العين للعلوم والتكنولوجيا في دولة الإمارات، تُعزى لمتغير النوع الاجتماعي، وبينت الدراسة وجود فروق ذات دلالة إحصائية في تأثير مواقع التواصل الاجتماعي على منظومة القيم الجامعية التي تُعزى لمتغير الكلية ولصالح كلية التربية والعلوم الإنسانية والاجتماعية.

الكلمـات الدالـة: مواقع التواصل الاجتماعي، منظومة القيم الجامعية، جامعة العين للعلوم والتكنولوجيا.