

## The Social Applications of Smart Phones and Their Impact on Yarmouk University Students' Exposure to Traditional Media

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### ABSTRACT

The study aims to identify the impact of social applications of Smart phones on the students' exposure to traditional media. The student population is all the students of Yarmouk University (YU) who registered for the first semester 2016/2017 totaling (6961). The study sample consists of (364) students from Yarmouk University who were selected randomly. The descriptive analytical approach was used. The study reaches a number of results namely: the social applications impact of Smart phones on the students' exposure to traditional media in terms of reasons and motives of use at level ( $\alpha \leq 0.05$ ), the social applications impact of Smart phones on the students' exposure to traditional media in terms of freedom of interaction and expression at level ( $\alpha \leq 0.05$ ), there are obstacles that limit the use of Yarmouk University students of traditional media at level ( $\alpha \leq 0.05$ ). The study recommends conducting an in-depth study to identify obstacles of the use of smart phones by university students.

**Keywords:** Social applications, smart phones, traditional media and Yarmouk University.

### 1. INTRODUCTION

The third millennium witnessed the rapid changes resulting from scientific and technological progress and information technology, so it became necessary to keep up with these changes to face the problems that may result from such a large number of information and distances. These changes have led to the emergence of many patterns and methods of communicating and exchanging information, especially with the advent of the technological revolution in information technology, which led the world to become not only a small village,

but the size of the mobile screen in your hands, which increased the need to share experiences with Others (Al-Mousa and Mubarak, 2005).

The significant development of ICTs has accelerated the spread of electronic knowledge among university students and the emergence of new forms of information exchange and communication (Al-Hamami, 2006).

Mobile communication technology is one of the most prevalent forms of technology nowadays. It is therefore one of the most useful tools that can be used in the exchange and delivery of information so that it can provide many services for the whole process. These services include: access to the Internet, browsing various sites, Sending and receiving e-mail, exchanging text messages and multimedia messages, and running different files (Amin and Al-Halawi, 2008).

The availability of social networking applications of smart phones is one of the main reasons for the large increase in their use, especially since studies indicate that more than 1 billion people use networks people who use

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social networks out of the 2 billion people who use the Internet in the world, this gives a clear indication that most Internet users use social networks (Matok, 2013).

Since most students have full knowledge of how to handle smart phones, this has helped to start using them in most sectors of education, and in many countries of the world both developed and developing.

In light of the above, it is clear that there is a growing trend in the use of smart phones and social networks, and the importance of applications of smart phones, especially social networks and their role in accelerating access to information and circulation in the current study.

### **Study Problem**

- The study problem is synoptically: “Determining the extent of the impact of the use by university students of smart phone applications on their exposure to traditional media (newspapers-radio-television)”
- It became clear based on observation, and previous studies, that the smart phones applications today, have come to witness an influential standing among the public, and particularly the youth from among university students, and hence we find the appearance of numerous applications which have made the public use them extensively, and have come to define its relationship to the surrounding environment, and to define the form and pattern of its social, political and cultural participation, and have come to dominate it to the point of becoming its main source of information and news, knowledge and culture, thereby endangering dealing with the media (traditional- print journalism, audio and visual media), and accordingly the study problem emerged, to answer the following question:

What is the impact of social applications of smart phones on the exposure of the youth from among university students to traditional media?

### **Significance of the Study**

The present study is considered a research undertaking

related to the electronic media, and to investigate, analyze and theoretically research it, in an attempt to draw a micro picture, leading towards treating this topic through deep research and analysis. Thus it is a part of a wide research orientation that seeks to reveal the impact of smart phone applications, and particularly the impact of the social media on the traditional media.

The significance of the study stems from the importance of its topic which generates wide debate among all the media, political and cultural circles concerning the increasing importance of the role of the electronic media, and particularly the social media, related to the smart phones and its impact on the traditional media. Moreover, the significance of the study lies in its gaging the form of the future relationship between the traditional media (print and electronic journalism- radio-television) and the digital media, and particularly the social media which reaches us through the smart phone devices.

- Based on this premise the present study acquires its significance through several points:
- This study represents an attempt to explore the future of the traditional media, and the extent of its ability to be abreast of the successive developments of the non-traditional media, where the significance of this study derives from its attempt to study the future of traditional media in the shadow of the growing distance of the emerging young generation from it and substituting it with the alternative social media sites at the forefront of which are the social applications of smart phones.
- The study may be considered as breaking new academic grounds in the arena of the influences of the media on the knowledge and orientations of the public towards the traditional media. The present study will enrich our intellectual and cultural knowledge of the role which the social applications of smart phones might play among the youth from among university students, in addition to presenting facts about the

reasons and motives for the university students to use the social applications of smart phones.

- As to the applied significance of the study it lies in providing findings and their analyses, which may offer those responsible for traditional media clear information about the influence of the social applications of smart phones on the future of these media, which may in turn enable formulating measures to limit the negative effects which may be avoided as a result of the use of those applications.

### **Objectives of the Study**

- The present study essentially aims to identify the impact of the social applications of smart phones on the exposure of the university students to the traditional media, such by achieving the following objectives:
- Identify the repercussions of the exposure of the university students to social media through using smart phones on the extent of their exposure to traditional media.
- Determine the extent of the exposure of the university students to the traditional media, and focus on their average daily use of them.
- Determine the extent of the exposure of university students to the social applications of smart phones, and focus on their average daily use of them.
- Identify the reasons or motives of the use by university students of the social applications of smart phones.
- Identify the best social applications of smart phones and the most used by the university students.
- Measure the extent of the impact of social applications of smart phones on the relationship of the university students with the traditional media (print and electronic media-radio- television)

### **Questions of the Study**

The main question which the study seeks to respond to is represented in the following:

What is the impact of the exposure of university students to social applications through smart phones, to their exposure to traditional media?

To facilitate the response to this inquiry it was divided into the following subsidiary questions:

- 1- To what extent are university students exposed to the social applications of smart phones?
- 2- To what extent are university students exposed to the traditional media?
- 3- What is the daily average exposure of university students to the social applications of smart phones?
- 4- What is the average daily exposure of university students to the traditional media?
- 5- What are the reasons for the exposure of university students to the social applications of smart phones?
- 6- What are the satisfactions achieved from the exposure of university students to the social applications of smart phones?
- 7- What are the best social applications of smart phones and the most used from the standpoint of the university students?
- 8- To what extent have the social applications of smart phones influenced the relationship of the university students to the traditional media?

### **Hypotheses**

#### **First main hypothesis:**

The social applications of smart phones do not influence the exposure of university students to the traditional media insofar as the causes and motives of use.

#### **Second main hypothesis:**

The social applications of smart phones do not influence the exposure of university students to the traditional media insofar as the freedom of interaction and expression of opinion.

#### **Third main hypothesis:**

There are no obstacles limiting the utilization of

university students of traditional media. The present study belongs to the descriptive researches using the survey methodology, and within its framework the method of surveying the population of media was utilized, and the author of this study relied on the theory of uses and impact, and the data was collected by a questionnaire tool which was distributed to a random sample of (364) students from among the students of Yarmouk University registered in the first academic semester 2016/2017 numbering (6961).

#### **The limits of the study:**

Spatial boundaries: Yarmouk University in Irbid, Jordan Yarmouk University

Time Limits: The duration of study completion, this ranged from December 2016 to January 2017.

#### **Terms and procedural definitions of the study:**

Social applications: A system of networks that allows a subscriber to create his own site and then connect it through an e-social system with other members who have the same interests and interests or gather with his friends (Shahri, 2008). It is defined as a site group on the Internet is used by Yarmouk University students, who provide them with access to the original sources of information and exchange of information, opinions and ideas.

Smart phones: Mobile, mobile, or cellular phone is a means of communication that relies on wireless communication, can be carried and roaming within a certain area covered by the wireless transmission network (Amft & Lukowicz, 2009).

Traditional media: traditional means of communication and expression (printed newspapers. - radio and television)

Theoretical framework and previous studies:

#### **Theoretical framework:**

Modern developments through the Web in its new form of Web 2.0 have enabled the formation of a solid and

solid ground for universities and information facilities (Arif and Al-Serhi, 2009). Social networking is a web site that provides users with an opportunity to chat and exchange information, opinions, ideas and problems. Examples of these networks are Twitter, Facebook, MySpace and YouTube. A social network is a group of social identities created by individuals or organizations with connections as a result of social interaction, represented by the structure or dynamic form of a social group, and established to expand and activate professional relations or friendly relations (al-Debisi and Tahat, 2013).

Boyd (2008) defines social networking as an Internet service group that allows individuals to build public or semi-public profiles within a specific system to work, identify or develop a list of other users who have shared common points with them. In the same context, Darab (2009) defined social networking as a term for a set of Web sites that emerged with the second generation of the Web, known as Web 2.0, that enables communication between individuals in a virtual community environment that is shared by interest groups or networks of affiliation, Internet-enabled services that allow individuals to build public or semi-public profiles within a specific system to work, identify or develop a list of other users who have shared points with them. The advent of smart phones has brought many benefits to everyone, not only changing the lifestyle, especially with the emergence of smart phone applications such as social networking applications. The smart phone revolution is the fastest and fastest growing technology in human history, In terms of enormous designs, features and applications (Darab, 2009).

The smart phone can be defined as a mobile phone that has more advanced functions than just making phone calls and sending text messages. Most smart phones have the ability to display images and play video files, review and send email, surf the Internet. Smart phones can run 3G applications that provide Unlimited functions (Al Kathami, 2016).

Smart phones have special advantages as they are an

important development in social communication and communication. They are no longer limited to voice or readable communication through messages, but can be used as a handheld device that can be used to communicate, publish and obtain information from any Place once it has an Internet connection (Shakra, 2014).

Smart phones are the first choice for information seekers and are increasingly interested in their ever-present Internet connectivity. Their deployment is further enhanced by the availability of additional services and services and content that addresses the daily dealings of users in everyday life (Hayek, 2014).

The increase in the use of smart phones, the increase in the use of social networks for easy connectivity to the Internet from anywhere and at any time, and confirms the various statistics for the use of social media that there are approximately 100 million users access to Facebook through their mobile phones (Kandilji, 2013).

### Previous studies

-Al-Khathamy Study (2016) entitled "Applications of smart phones by students of the College of Computer and Information Sciences at Imam Mohammed bin Saud Islamic University: A descriptive study "aimed at knowing the circulation of information; through smart phone applications. The sample of the study consisted of (124) students who were selected in a simple random sampling method. To achieve the objectives of the study, the survey method was used and after the necessary statistical analysis. The results of the study are many results, the most important of which is that all members of the study sample use social networking applications in the smart phone by 100%.

-A Study of Zahr (2016) entitled "Skills of students in the use of smart phones to access the sources of information: a comparative study between the Faculty of Medicine and Literature at Beirut Arab University." The aim of the survey was to investigate the extent of readiness of the first year students in the Faculty of Arts

and Medicine and their ability to use smart phones to access the sources of information. The study population consisted of students of the first year in the Faculty of Medicine and Literature. The study sample consisted of (161) In order to achieve the objectives of the study was used descriptive method and after conducting the necessary statistical analysis, the study reached many results, most notably that a large proportion of students have used the smart phones and tablets of Samsung more than others.

-The study of Al-Jamal (2015) entitled "The negative effects of smart phones on the behavior of students from the point of view of educational counselors and school principals in southern Hebron". The study aimed to identify the negative effects of smart phones on the behavior of students. The study community consists of all educational supervisors (81) mentors/ educational counselors and all school principals working in the public schools in south Hebron (201) (109) subjects were selected in the simple random sampling method. To achieve the objectives of the study, the analytical descriptive method was used. After conducting the necessary statistical analyzes, the study reached several results, the most prominent of which were the absence of statistically significant differences in the negative effects of smart phones on the behavior of students from the point of view of educational counselors and principals according to several variables represented in: the scientific qualification, type, level, location of the school, and job title.

-The study of Jeraisy et al. (2015) entitled "The impact of mobile applications in social networking sites on teaching and teaching the Quran to the students of Taibah University and their direction towards it". The aim of the study was to identify the impact of mobile phone applications in social networking sites on teaching and teaching the Quran to the students of Taibah University. The study population consisted of all female students of the Faculty of Education at Taibah University. The study

sample consisted of 34 students, of the students of the Faculty of Education at the University of Taibah; then distributed at random equally between the experimental group and the control group. To achieve the objectives of the study was used semi-experimental method and after the necessary statistical analysis, the study reached several results, most notably the existence of significant differences at the level Significance ( $\alpha = 0.05$ ) between the mean scores of the experimental group and the scores of the control group in the post application of the note card on learning the Holy Quran for the benefit of the experimental group.

- Omri study (2014) entitled "The degree of use of mobile learning applications among graduate students at Yarmouk University and the obstacles to their use". The aim of the study was to identify the degree of the use of mobile learning applications among the graduate students at Yarmouk University and the obstacles to their use. The study population consisted of all postgraduate students at the Faculty of Education at Yarmouk University. The sample included 342 students who were randomly selected, The study was used descriptive method and after conducting the necessary analysis, the study reached several results, most notably the increase in the interest of learners in mobile devices in education, in the use of the Internet and in the view of the University's ads, and everything that is new in the field of specialization, and in Communication with faculty members To inquire about some educational issues, the use of mobile phone applications by postgraduate students at Taibah University in the Kingdom of Saudi Arabia was at a medium level.

-The study of Sadiq (2013) entitled "The motives of the use of university youth in Bahraini universities for Internet radio stations field study". The aim was to identify the motives of using university youth in universities in the Kingdom of Bahrain for Internet radio. The population of study from governmental and private universities. The sample of the study included 312

individuals. The results of the study were used to achieve the objectives of the study. In order to achieve the objectives of the study, the descriptive analytical method was used. After conducting the necessary statistical analyzes, the study reached several results. The most significant among them is the correlation between the university students in the Kingdom of Bahrain and the motives related to this use.

-Catharine (2013), entitled "Educational use of smart phone technology: A survey of mobile phone application by undergraduate university students", aimed at learning the general practices of undergraduate students in the Department of Information Science and those who are actively enrolled in the Information Awareness subject at the University of Southern Mississippi In the United States of America in the use of the Internet through smart phone applications, and are students using the Internet in their phones only for entertainment and entertainment, or are there other reasons such as research and access to research and academic information? The results of the study showed that most of the students in the study sample reported that they use smart phone applications to obtain research and academic information, and that the most used applications for obtaining information are search engines.

-Tiffany et al. (2009), entitled "College Students Social networking experiences on Facebook", aims to find out how much time university students spend using social networking sites and why they use them. The study involved 92 students from the Department of Psychology at Georgetown University in the United States. The researchers used surveying and questionnaire as a data collection tool. The study found that students use Facebook for about 30 minutes throughout the day as part of their daily routines.

The previous study aimed at identifying the impact of social applications of smart phones on the exposure of the students of Yarmouk University to the traditional media. Some previous studies on the field research were based

on the previous literature; the questionnaire was used as a tool to achieve the objectives of the study, which was based on the current study based on the questionnaire.

### **Methodological procedures**

#### **Type of study:**

This study is a descriptive study that provides information on the attitudes, behaviors or trends of the characteristics of a particular group associated with a phenomenon of community, as it enables the researchers to obtain data and factual information on the effectiveness of the programs in the departments of the Faculty of Information in the quality of the educational process , In addition to monitoring and describing the attitudes, behaviors or attitudes of the university students towards the effectiveness of the educational programs in achieving the quality of the educational process.

#### **Study Approach:**

The current study is an applied study, based on the descriptive analytical method, using the questionnaire, which the researchers prepared as a tool to obtain the information needed by the applied side of the study. The researcher used the analytical descriptive method to collect data, analyze and test hypothesis. The measure of the internal consistency of the scale sections was tested. The scale was evaluated by the Cronbach Alpha calculation. The scale was evaluated by the Cronbach Alpha calculation which usually uses to add validity and accuracy to the interpretation of the data (Tavakol & Dennick, 2011). The Cronbach Alpha method is based on the consistency of individual performance from one paragraph to another and indicates the strength of bonding

and cohesion between the scales. Although there is no standard for the appropriate Alpha values, in practice Alpha (0.60) is reasonable in research on human sciences (Sekaran & Bougie, 2010). (0.762), the co-efficient of stability of the freedom of interaction and expression of opinion (0.763) and the coefficient of stability of human obstacles (0.828). Finally, the coefficient of stability of the physical obstacles (0.772), which are acceptable ratios for conducting the analysis to achieve the objectives of the study.

#### **The population of the study:**

The student population of all the students of Yarmouk University registered for the first semester 2016/2017 (6961). The sample of the study consisted of (364) students from Yarmouk University who were randomly selected. 364 questionnaires were distributed to the sample members.

#### **Statistical Processing**

The statistical package for social sciences (SPSS) was used to analyze the collected data. Numerous descriptive statistical methods such as repetitions, percentages and Cronbach Alpha were used to confirm the degree of stability of the scale used and the t-test for one sample.

#### **View the results of answering the study questions**

Question 1: How well have Yarmouk University students used social applications for smart phones?

To find out if the students of Yarmouk University used the social applications of smart phones, the sample members were asked eight questions. Table (1) shows the results of the answer to this question.

**Table 1. Yarmouk University students use social applications for smart phones**

	Question	Answer	Frequency	Percent
1	I have an account in a social network	Yes	375	98%
		NO	7	2%
2	I register in social networks in my real name	Yes	309	85%
		NO	55	15%
3	I encourage social networking sites	Yes	339	93%
		No	25	7%
4	I have enough information about social networks	Yes	343	94%
		No	21	6%
5	I think social networks have a role in the development of individual personality	Yes	328	90%
		No	36	10%
6	Social networks affect cultural upgrading	Yes	311	85%
		No	53	15%
7	I heard about Arab social networking sites	Yes	347	95%
		No	17	5%
8	Social networking has ended Age of Forums	Yes	355	98%
		No	9	2%

Question Answer Frequency Percent:

\*\*I have an account in a social network Yes 357 (98%)

No 7 (2%)

I register in social networks in my real name Yes 309

(85%) \*\*

No 55 (15%)

I encourage social networking sites Yes 339 (93%)\*\*

No 25 (7%)

\*\*I have enough information about social networks Yes 343 94%)

No 21 (6%)

\*\*I think social networks have a role in the development

of individual personality Yes 328 (90%)

No 36 (10%)

Social networks affect cultural upgrading Yes 311 (85%)\*\*

No 53 (15%)

I heard about Arab social networking sites Yes 347 (95%)\*\*

No 17 (5%)

Social networking has ended Age of Forums Yes 355 (98%)\*\*

No 9 (2%).

Table (1) indicates the answers of the study sample



members about Yarmouk University students' use of social applications of smart phones. It was found that Yarmouk University students use social applications for smart phones in percentages ranging from (98%) to owning an account in a social network. (85%) to register in social networks by real name and the impact of social networks of raising the cultural level. The result was that social applications for smart phones were the most attractive thing for college students in the current era. These results could have different explanations, one of these is that the culture of using smart phones is totally appropriate with the age of the sample and this current

generation in general. Also, the availability of this technology which use in smart phones application and the inexpensive of the Internet service in Jordan makes this students heavy users of this application.

Question 2: What is the purpose of Yarmouk University students to use social applications of smart phones and the rate of their daily use of these applications?

To learn about the objective of Yarmouk University students using social applications of smart phones and the daily usage rate, Table (2) shows the results of the answer of the second question.

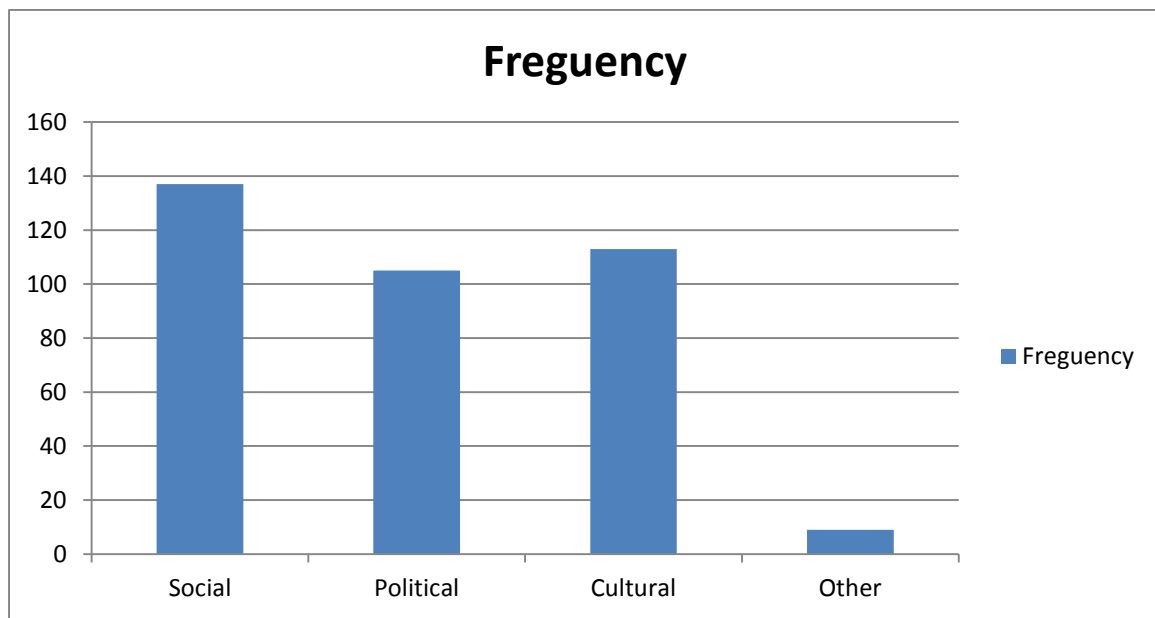
**Table (2). The goal of Yarmouk University students is to use Social applications for smart phones and daily usage rate**

	Question	Statement	Frequency	Percent
1	The goal of using social applications of social smart phones	social	137	38%
		Political	105	29%
		Cultural	113	31%
		Other	9	2%
Total			364	100%
2	Daily usage rate for social applications for smart phones	one hour	53	15%
		one to two hours	66	18%
		Three hours	118	32%
		More than 3 hours	127	35%
Total			364	100%

Question Statement Frequency Percent:

\*\*The goal of using social applications for social smart phones 137 (38%)  
 Political 105 (29%)  
 Cultural 113 (31%)  
 \*\*Other 9 (2%)  
 Total 364 (100%)

\*\*Daily usage rate for social applications for smart phones one hour 53 (15%)  
 %18) one to two hours 66  
 \*\* Three hours 118 (32%)  
 More than 3 hours 127 (35%)  
 Total 364 (100%)



**Chart 1 explain for what the sample use smartphones**

The previous table (2) shows the responses of the sample members of the study on the target of using the social applications of smart phones and the rate of daily use. The percentage of the goal of using social applications of smart phones was the social target by 38% the cultural target was 31% and then the political target (29%) and other goals (2%). As for the daily use rate, the results showed that the majority of Yarmouk University students confirmed that the average daily use of social applications of smart phones was three to more than three hours, and a percentage of 67%. The remaining 33% One to two hours a day. This is evidence that social applications for smart phones have captured students' uses

compared to traditional media. The results might have different and reasonable explanations. One of these reason is that this application became a true alternative for youth as a way to communication with each other through chatting and special groups on social media. Also, today, students depend heavily on smart phones to get their news and different information, however, this dependency on smart phones make students increase the number of hours in using these applications.

Question 3: What are the best social applications of smart phones and the most useful from the perspective of students of Yarmouk University?

**Table 3. The best social applications for smart phones, the most used from the perspective of students of Yarmouk University**

	Question	Statement	Frequency	Percent
1	What are the best social media applications of smart phones	WhatsApp	157	43%
		Facebook	178	49%
		Twitter	29	8%
		Other	-	-
Total			364	100%
2	Which social media applications of smart phones used more	WhatsApp	152	42%
		Facebook	162	45%
		Twitter	36	10%
		Other	11	3%
Total			364	100%

Question Statement Frequency Percent:

What are the best social applications of smart phones:\*\*

\*\* WhatsApp 157 (43%)

\*\*Facebook 178 (49%)

\*\*Twitter 29 (8%)

Others\*\*

Total 364 (100%)\*\*

\*\*\*Which social applications of smart phones used more

\*\*\*WhatsApp 152 (42%)

Facebook 165 (45%)\*\*\*

\*\*\*Twitter 36 (10%)

Other 11 (3%)\*\*\*

Total 364 (100%)\*\*\*

The previous table (3) shows the answers of the sample of the study on the best social applications of smart phones and the most used from the perspective of the students of Yarmouk University, where it was found that the percentage of the best social applications of smart phones were for Facebook application and WhatsApp percentage of 49% And 43% respectively, followed by Twitter with a percentage of (8%). The majority of Yarmouk University students confirmed that the social

applications of smart phones were the most used for Facebook application by 45%, followed directly by WhatsApp with a percentage of 42% and (10%) for the Twitter and, finally, other applications (3%). These results of heavily using WhatsApp and Facebook applications more than Twitter match the fact that Twitter elite oriented usage application by political, economic and journalist people. However, most Jordanian people don't consider themselves as elite. On the other hand, Twitter limits its users to write specific number of words, not exceed that 150

### Hypotheses of the study:

The first main hypothesis

The social applications of smart phones do not affect the students' exposure to traditional media in terms of reasons and motives of use.

To test this hypothesis, a single sample T test was used to verify the impact of social applications on smart phones on the exposure of Yarmouk University students to traditional media in terms of reasons and motives for use, as shown in Table 4.

**Table 4. T-test results for one sample to verify the impact of social applications of smart phones on the exposure of students of Yarmouk University to traditional media in terms of reasons and motives of use**

Number	Mean	Std	T calculated	T tabular value	df	sig
364	3.869	0.726	22.830	1.649	363	0.000

\*Number :364

\*Mean arithmetic: 3.869

\*mean Standard deviation: 0.726

\* T calculated: 22.830

\* T tabular value: 1.649

Degrees of freedom Sig: 363

Level of significance: 0.000 \*

The effect is statistically significant at  $\alpha$  (0.05)

Table (4) shows the impact of social applications of smart phones on the exposure of Yarmouk University students to traditional media in terms of reasons and motives of use. The results of the statistical analysis showed a statistically significant impact on the social impact of the social applications of smart phones on the students' exposure to traditional media in terms of reasons and motives of use. (22,830), which is statistically significant (0.05) compared to the t-value of (1.649). This

confirms the incorrectness of the first hypothesis, and therefore rejects the null hypothesis and accepts the alternative hypothesis which states that there is an impact for the social applications of smart phones on the exposure of students of Yarmouk University to the traditional media in terms of reasons and motives of use at the level of significance (0.05).

The second main hypothesis

Social applications for smart phones do not affect Yarmouk University students' exposure to traditional media in terms of freedom of interaction and expression.

To test this hypothesis, a single sample T test was used to verify the impact of social applications on smart phones on the exposure of Yarmouk University students to traditional media in terms of free interaction and expression, as shown in Table (5).

**Table 5. T-test results for one sample to verify the impact of social applications of smart phones on Yarmouk University students' exposure to traditional media in terms of freedom of interaction and expression**

Number	mean	Std	T calculated	T tabular value	df	sig
364	3.725	0.741	18.673	1.649	363	0.000

\*Number: 364

\*Mean arithmetic: 3.725

\*mean Standard deviation:0.741

\* T calculated: 18.673

\* T tabular value: 1.649

Degrees of freedom Sig: 363\*

Level of significance: 0.000\*

The effect is statistically significant at  $\alpha$  (0.05)

Table (5) shows the impact of social applications of smart phones on the exposure of Yarmouk University students to traditional media in terms of freedom of interaction and expression. The results of the statistical analysis showed a statistically significant effect on the impact of social applications of smart phones on Yarmouk University students' exposure to traditional media in terms of freedom of interaction and expression. Where the freedom of interaction and expression of opinion (18.673) is a statistical function at the level of significance ( $\leq 0.05$ ) compared to the value of t tabular (1.649). This confirms the incorrectness of the second main hypothesis, and therefore rejects the null hypothesis and accepts the

alternative hypothesis that there is an impact on the social applications of smart phones on the students' exposure to traditional media in terms of freedom of interaction and expression at the level of significance ( $\leq 0.05$ ).

The third main hypothesis

There are no obstacles that limit the use of Yarmouk University students by traditional media.

To test this hypothesis, a single sample T test was used to verify the existence of constraints that limit the use of traditional media by Yarmouk University students, as shown in Table (6).

**Table 6. (T) Test results for one sample to check for obstructions  
The challenge of using Yarmouk University students for traditional media**

Number	Mean	Std	T calculated	T tabular value	df	sig
364	3.696	0.757	17.547	1.649	363	0.000

\*Number: 364

\*Mean arithmetic: 3.696

\*mean Standard deviation: 0.757

\* T calculated: 17.547

\* T tabular value: 1.649

Degrees of freedom Sig: 363\*

Level of significance: 0.000\*

The effect is statistically significant at  $\alpha$  (0.05)

Table (6) shows the obstacles that limit the use of Yarmouk University students by traditional media. The results of the statistical analysis revealed the existence of obstacles that limit the use of the traditional media by the students of Yarmouk University. The calculated value of the obstacles that limit the use of the Yarmouk University students by the traditional media (17.547) is statistically significant at the level of ( $\leq 0.05$ ) T tabular (1.649). This confirms the incorrectness of the third main hypothesis, and therefore rejects the null hypothesis and accepts the alternative hypothesis which states that there

are obstacles that limit the use of Yarmouk University students to traditional media at the level of significance ( $\leq 0.05$ )

### Discussion of results

The results of the present study can be summarized as follows:

It was found that Yarmouk University students use social applications of smart phones in percentages ranging from (98%) to having an account in a social network. The emergence of social networks led to the end of the era of forums, (85%) to register in social networks by the real name and the impact of social networks of raising the cultural level.

The result was that social applications of smart phones were the most attractive thing for college students in the current era.

(%31) the political target (29%), and other goals (2%). In addition, the daily usage rate for social applications of smart

phones was three to more than three hours and a percentage of 67%, while the remaining 33% the rate of use was from 1 to 2 hours per day. The majority of the social applications of smart phones were Facebook and WhatsApp (49%) and (43%) respectively, followed by Twitter (8%).

This is evidence that the social applications of smart phones have captured the use of students in comparison to traditional media.

The majority of Yarmouk University students confirmed that the social applications for smart phones were the most used for Facebook application by 45%, followed directly by WhatsApp with a percentage of 42% (10%) and, finally, other applications (3%).

The results of the statistical analysis of the hypotheses of the study showed that there is an effect on the social applications of smart phones on the students' exposure to traditional media in terms of reasons and motives of use at the level of significance ( $\leq 0.05$ ). This result is consistent with the result of the study of peptide (2016) they use social networking applications in the smart phone (100%). The impact of social applications on smart phones on the exposure of students of Yarmouk University to the traditional media in terms of freedom of interaction and expression at the level of significance ( $\leq 0.05$ ), and this result is consistent with the result of the study of Jeraisy et al. (2015), which showed significant differences at the level of significance ( $\leq 0.05$ ) between the mean scores of the experimental group and the scores of the control group in the post application of the observation card on the learning of the Quran in favor of the experimental group; and the presence of obstacles that limit the use of traditional media by the students of Yarmouk University at the level of significance ( $\leq 0.05$ ). This result is consistent with the result of the study of camel (2015), which showed no statistically significant differences in the negative effects of smart phones on the behavior of students from the perspective of educational counselors and principals according to several variables are the scientific qualification, school gender, school level, school location

and job title.

### Recommendations:

- The traditional media must establish a common language between it and its audiences, and in particular the youth who represent the main fulcrum for the spread of electronic media, and to exert every effort possible to found a relationship through which the youth could feel that there are those who speak their language and understand them, in addition to fulfilling their needs, to avoid any obstacles which may impel those youths to abandon and be isolated from those institutions.
- It is necessary for those managing the traditional media institutions (newspapers-radio-television) to recognize that the new media threaten those institutions, particularly with the absence of advertising on their pages and screens, and the abandonment of the reader. They, moreover, should not rely on the view that "the appearance of the new media will not cancel the old media", and they should attach importance to the saying that "the new good currency will expel the bad currency from the market", and upon scrutiny we find that there are major newspapers in advanced countries which have disappeared from the media arena or became electronic media, and accordingly they must make their utmost effort to think of drawing up new strategies capable of protecting the media institutions from the risks and effects associated with these changes, by innovating new methods to tackle the problem from its roots rather than the formal and superficial measures which do not go beyond cosmetics and the provision of assistance.

Moreover, they must draw benefits from the findings of research, and the master's and doctoral theses implemented in media faculties and departments, in addition to conducting studies and research particular to

their institutions to identify the obstacles and challenges facing those institutions in order to tackle them by means

of sound scientific methods rather than through personal visions and subjective experiences.

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## التطبيقات الاجتماعية للهواتف الذكية وتأثيرها على تعرض طلاب جامعة اليرموك لوسائل الإعلام التقليدية

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### ملخص

هدفت الدراسة الحالية إلى التعرف على تأثير التطبيقات الاجتماعية للهواتف الذكية على تعرض طلاب جامعة اليرموك لوسائل الإعلام التقليدية. تكون مجتمع الدراسة من كافة طلبة جامعة اليرموك المسجلين للفصل الأول 2016/2017 والبالغ عددهم (6961). أما عينة الدراسة فتكونت من (364) طالباً من طلبة جامعة اليرموك تم اختيارهم بطريقة عشوائية. وتم استخدام المنهج الوصفي التحليلي، وبرزت نتائج الدراسة وجود تأثير للتطبيقات الاجتماعية للهواتف الذكية على تعرض طلبة جامعة اليرموك لوسائل الإعلام التقليدية، من حيث أسباب ودوافع الاستخدام عند مستوى دلالة (a £ 0.05)، ووجود تأثير للتطبيقات الاجتماعية للهواتف الذكية على تعرض طلبة جامعة اليرموك لوسائل الإعلام التقليدية، من حيث حرية التفاعل والتعبير عن الرأي عند مستوى دلالة (a £ 0.05)، وبيّنت الدراسة وجود معوقات تحد من استخدام طلبة جامعة اليرموك لوسائل الإعلام التقليدية عند مستوى دلالة (a £ 0.05). وقد أوصت الدراسة بإجراء دراسة معمقة للتعرف على معوقات استخدام طلبة الجامعات للتطبيقات الاجتماعية للهواتف الذكية.

**الكلمات الدالة:** التطبيقات الاجتماعية، الهواتف الذكية، وسائل الإعلام التقليدية، جامعة اليرموك.

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