

السلوكيات الأخلاقية وعلاقتها باستخدام وسائل التواصل الأجتماعي لدى طالبات المدارس الإعدادية في بغداد م.مريم عايد اسماعيل / جامعة البيان / كلية التمريض

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المستخلص :

الأهداف: يهدف البحث الى تقييم السلوك الأخلاقي لدى طالبات المدارس الثانوية اللواتي يستخدمن شبكات التواصل الاجتماعي, كذلك يتم مناقشة العلاقة بيناستخدام وسائل التواصل الاجتماعي والسلوك الأخلاقي لدى المشاركين.

منهجية البحث : صممت الدراسة لمعرفة تأثير استخدام وسائل التواصل الاجتماعي على السلوك الأخلاقي لطالبات المرحلة الثانوية. تم اعتماد المنهج الكمي لجمع البيانات ذات الصلة بالدراسة ، حيث تضمنت هذه الدراسة ست مدارس من مديريات التربية والتعليم الست في مدينة بغداد. بعد ذلك ، تم استخدام برنامج SPSS لتحليل البيانات ذات الصلة بالدراسة. ولتحقيق أهداف البحث تم استخدام استبانة من ثلاثة أقسام: الجزء الأول: يتناول المعلومات الديموغرافية للطالب. الجزء الثاني: يتناول معلومات حول استخدام وسائل التواصل الاجتماعي ، وهو استبيان موحد. الجزء الثالث يمثل مقياس السلوك الأخلاقي الذي اتبعته الباحثة العيساوي في بحثها الذي أعده كل من لي سوانسون وجلوريا هيل لقياس السلوك الأخلاقي بعد التحضير والتعريب بسبب غياب مقياس السلوك الأخلاقي في المجتمع العراقي. لندرة الدراسات في هذا الموضوع. تم بناء هذا المقياس وفقاً لالذي حدده كولبرج في تفسير السلوك الأخلاقي.

النتائج: بينت نتائج الدراسة أن %٧٣.٩ من أفراد عينة الدراسة لديهم درجة متوسطة من السلوك الأخلاقي وأن هناك علاقة بين استخدام وسائل التواصل الاجتماعي والسلوك الأخلاقي في (٠.٠٠٠ قيمة).

التوصيات: اوصت الدراسة بزيادة الوعي المجتمعي حول التأثير السلبي لاستخدام مواقع التواصل بالنسبة لطلاب المدارس خاصة طالبات المدارس الإعدادية وكذلك زيادة البحوث والدراسات حول هذا الموضوع.

الكلمات المفتاحية: وسائل التواصل الاجتماعي ، السلوك الأخلاقي ، طلاب المرحلة الثانوية.

Ethical Behavior and its Relationship to Social Media Uses among Female Students at Preparatory Schools in Baghdad

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Abstract

The current study aims to assess the ethical behavior among female students who are using a social media network in addition to describe the variables of interest (social media use and ethical behavior) among participants, in which to find out the effects of social media on the ethical behavior of high school female students. A quantitative approach was adopted to collect the relevant data for the study, six schools included in this study from the six directorates of education in Baghdad city. Subsequently, SPSS software was applied to analyze the relevant data of the study. To achieve the research objectives, a questionnaire was composed of three sections: Part I: deals with the student's demographic information. Part II: deals with information about the use of social media, it is a standardized questionnaire. Part III represents the measure of ethical behavior followed by the researcher Issawi in her research prepared by Lee Swanson and Gloria Hill to measure ethical behavior after preparation and Arabization because of the absence of a scale of ethical behavior in Iraqi society. Due to the scarcity of studies on this subject, this scale is developed according to the interpretation of ethical behavior by Kohlberg. The results of the study showed that 73.9 of the study sample have a moderate degree of ethical behavior and there is a relationship between using social media and ethical behavior at the (0.00) level. This study recommended it is necessary to raise the community awareness about the negative effect of social media on adolescent students especially female students in secondary school and increase research in this field.

Keywords: ethical behavior, social media, preparatory schools

1. Introduction

1-1- Research problem

Social Media uses increasing rapidly among the young's all over the world. High school age students widely using social media. So, they will effect on students life especially female student, because they are in sensitive age and we need this age group to grow up and became the creator of the futures. Thus, this study is designed to find out the negative effects of social media on the ethical behavior of high school female students.

1-2- Research objectives

To assess the ethical behavior level among female students who are using a social media network.

To assess the socio-demographic variables related to social media use.

To find out the effect of social media use on ethical behavior among female students.

Moral is an important aspect of the personality, and the disperse of it is largely responsible for the problems the community experiencing today. Societies in general, including the Arab society, such as the Iraqi society in particular, are exposed to ethical-values challenges, because of technological developments that have interred all areas of life. Ethical challenges reached to many patterns of behaviors, ideas, and trends that were contrary to the spirit of the Arab society and its value building, especially among adolescents and adult (Shake & Hosam, 2014).

The human being is in a conflict between the positive and negative effects of media and technology, especially in our Arabic world, which considered as a voracious consumer of technology, the Arabic world does not a participant in its production, nor master its language. Arabs are not aware of its dimensions and does not care about another side of it. A large number of people in the Arabic world look at its positive side all the time, the people believe when they have modern devices and have the new versions of them, they are keeping up with a technical improvement. This type of people compete to have the latest versions of these devices at the time they don't know how to use it (ALzaghlool, 2008).

Internet has change relationships and social interactions, the study of the Internet and its social impacts at the individual and community level is a required continuing with the ongoing changes in contemporary society. both through their positions (Facebook, Twitter,.. etc.) or through the daily use of them, and the spread of information to help meet the needs of different individuals to connect with others, and configure friendships, relationships ... etc. away from direct contact with the outside world (Abo-Al huda, 2011).

Social networks have emerged such as (Facebook, Instagram, Twitter, MySpace, Live Boon, High Five, YouTube and others) and the more available of them such as (Facebook and Twitter) sharing videos and photos and sharing files and conducting instant conversations, communication and direct interaction between the audience.

This type of communication made it very difficult for the censors to access these networks, or to control the information on it, or to curb them within certain limits, which gives a certain feeling of their influence on values whatever its kind. Values, as AL-Zayoud pointed out, is one of the most controversial issues changes and developments in the modern era, especially with the growing waves of globalization, and the accompanying of tremendous developments in the field of informatics and its impact on the social fabric and cultural values of society in general and the value system in particular (AL-Zayoud, 2011).

The social networking sites have a great impact on their users, whether positive or negative. Since most of its users from the category of adolescents, youth and both sexes, this research focuses on the impact of these sites on the ethical behavior of girls in particular.

1. Methodology

2-1- Previous studies:

1. Alsaad and Daife: the effect of using social networking on the social values of sites, through a sample of users (Facebook) in Algeria, Ouargla University students. The impact of Facebook emerged as the social values of where they helped them to know the values and cultures of other peoples as well as the knowledge at home and abroad with various universities composition and impact negatively on the private social interaction with family members.
2. Dakhil (2016): This study aimed to identify the social networks and their role in shaping the image of women from the perspective of the Jordanian university students. To achieve this goal is the use of descriptive and analytical approach, the study sample consisted of 400 students from Jordanian universities students, spread over 210 students and a student from the Jordanian University students, and (190) students from the Middle East University students.

2-2-Research question

1. Does social media use among female students influence their ethical behavior outcomes?

2-3- Power analysis

1. Based on an anticipated effect size of 0.15, a designed statistical power of 0.95, predictors, and a probability level of 0.05, the minimum required sample size would be 227. By considering an attrition rate of 20%, it would be 45. So, the recommended sample size would be 272. The final sample size is 414.

2. 2-4- Research sample

3. A purposive (non-probability) sample of (414) female students at high school in Baghdad, from fourth, fifth and sixth class. The schools chose randomly from the six directorates of education in Baghdad. Study sample conducted in the time May 2019 to January 2020.

2-5- Study instrument

To achieve the research objectives, a questionnaire was composed of three sections: Part I: deals with the student's demographic information (age, class, school name, number of family members, social statues and place of residence). Part II: deals with information about the use of social media, it is a standardized questionnaire (time of use, hours of use, place of use, type of social media, friends choosing, topics of interest. And friends requests acceptance, group membership, trust in social media, feelings when prohibit from social media). Part III, represents the measure of ethical behavior followed by the researcher (Issawi, 2014) in her research prepared by each of Lee Swanson and Gloria Hill to measure ethical behavior after preparation and Arabization, because of the absence of a measure of ethical behavior in Iraqi society because of the scarcity of studies in this subject. This measure was built according to the presence set by Kohlberg in the interpretation of ethical behavior. The measure consists of (15) phrases, each one represents a ethical character different from the other: justice, trust, sentencing of right and wrong judgments, sincerity, honesty, acceptance, help, belonging, regret, participation, independence, altruism, trust, objectivity. The scale is designed according to the Likert method and the five-way answer alternatives include (always, often, sometimes, rarely, never) and scores (5, 4, 3, 2, 1) are given according to the direction of the phrase, thus the highest score of the scale is (75) and less Grade (15).

2-6- Statistical analysis: researcher use SPSS for statistical analysis of data, while statistical tests uses was

(Person correlation, Independent T-test, Mean and Standard deviation)

Data available within the article or its supplementary materials; the authors confirm that the data supporting the findings of this study are available within the article [and/or] its supplementary materials.

1. Review of literature

3-1- Ethics

God has chosen the word of morality among all the vocabulary of the language to describe our Prophet Muhammad "peace be upon him and his family" saying, " You are of great moral charecter " . "Surat Al-Qalam / Ayah 4" as the Holy Prophet describes the missionary mission, by saying "I sent to complete the morals" since morality in this high position. Allah wanted the messengers and the prophets (peace be upon them) to use morals as a barrier between the souls and lusts, and the passion of the heart, and draw a path for humanity (AL-Enzi & AL-Saidy, 2002).

Ethics is a force or ability that motivates you to do good deeds and forbids you from bad deeds. While the science that define the good and bad things we need to know to behave ethically is the deontology (Shariaty, 2007).

The word (ethics) is derived indirectly from the Latin word Custom, which means the custom or repetition of the individual practice familiar to one becomes an integral part of his personality or lifestyle unless he\she quit, or embodied in the established practice prevalent in a society commits the individual to observe and abide by (Shaker & Hosam, 2014). It also defined principles that determine what is wrong or

right, good or bad, and what is appropriate or inappropriate in multiple environments (Gomez & et al, 2005).

Ethical behavior

Is when the person conforms to generally accept social norms, while immoral behavior when person does not conform to generally accepted social norms. Therefore, ethical behavior is one that is judged to be good, correct, fair, honorable and commendable, while unethical behavior is judged to be wrong, rebuking or failing to meet the obligation (Saadi & Anzi, 2002). Judging behavior as moral or immoral is based on principles, rules, and evidence stemming from a specific moral theory, a person's characteristics, or social values. The definition of ethical behavior, therefore, faces two thorny questions: first, the difficulty of finding a standard of governance that is agreed upon by all individuals. The second is that what is good, bad, true and false has different meanings for different people in different societies (Anzi & Nima, 2009).

3-2- Ethical behavior's determinants

Personal effects, Includes the unique combination of personal characteristics, values, and ethical principles carried by the person, as well as personal moral experience. Personal experience, in this area is formed when rewarded for a specific behavior or punished for other behaviors, will have a personal tendency towards ethical or immoral behavior.

Sex also plays an important role in the interpretation of ethical behavior, men and women are widely believed to have different ethical trends

(Kreitner & Kinicki, 2007).

3-3- Social media

Social media is the term refers to new forms of media that involve share and participation of information. Or it's a social networking website, and it's the mainstay of the new or alternative media, which allows individuals or groups to communicate with each other through this virtual space when the communication reduces in reality (Wasinee & Pimonpha, 2010). Often the development of media is divided into two different eras, broadcasting and interactive. In the broadcast type, media were almost very centralized to one special side, such as a radio or television station, newspaper company, or a movie production studio distributed messages to many people. But the improvement of digital technology and smart phones facilitate the interaction with others and share their news and informations, so the change from broadcasting era to interactive era happens (Manning, 2014).

3-4- Characteristics of social media

Participation, conversation, the gathering, globalism, diversity and versatility, ease to use, savings and economics, shape society in new ways, data output and passion through content (Ismail, 2011).

3-5- Types of social media

Facebook: The site name refers to the photo provided by colleges and pre-schools in the United States of America to new faculty and students, which includes a

description of campus members as a way to know them (Shaban & Sabity, 2011). Is the most attractive, powerful, famous, effective and used site in the entire world, and youth and adolescence people use it more than other age group. Facebook also maintain especial place for interaction between participants for exchange their information and topics of interest like Religious, cultural, literary and socially. For that reasons Facebook become the most popular site in the world (Hafnawy & Daife, 2015).

Twitter: One of the social networks that has spread in recent years, and played a major role in political events in many countries, especially the Middle East. And Twitter took his name from the term "Tweet" which means "Twitter" and took one of the sparrows as his symbol, a mini service that allows tweeters to send SMS messages not exceeding 140 characters per message. In addition, one may call it an extensive text for many details and anyone who has a Twitter account can exchange those tweets by appearing on their pages Or in the case of their access on the user's page, the author of the message (Marwick & Boyd, 2011).

YouTube: Opinions differed on whether this site is a social network or not, where some tend to consider the site of video sharing, but classified as a type of social networking sites. Because of its participation in several characteristics made us talk about it as the most important of these sites due to the great importance, which is performs in the field of publishing videos and receiving comments and widely disseminated (Sary, 2008).

3-6- Services of social media

Social networking sites or web pages offer many services to their browsers like giving them freedom to choice those who want to share with them in their interests. The emergence of these sites such as: Facebook and others, expanded the desired services of these networks and gave its users wide possibilities in the exchange of information in the fields of education, culture, sports and others and these networks are social websites. Some of the services provided by these networks are providing access for individuals to access social sites, Identify themselves, and then communicate with others who share common interests (Manning, 2014).

3-7- Social media and women

Women's issues began to take a large part of the global issues, and the greater countries of the world began to address them with much interest, because women are the half of society and their issues concern them. Social media has come to constitute a qualitative boom that has sparked widespread controversy among thinkers and decision makers, as these sites have become a wide area for social interaction and addressing women's issues (Josef, 2017). The importance of media in presenting women's issues and high-lighting the important role played by women in society, as well as highlighting the rights of women in all social, political and educational fields and their rights to occupy senior positions through various media outlets since they are considered cultural means to disseminate public opinion issues. By laying the

foundations based on highlighting the awareness of the community to achieve this goal through the following (Habib, 2011)

1. The media should highlight women's basic functions in protecting the family and its role in social and economic development.
2. Supporting society in adopting the basic values that call for the realization of women's basic rights, which may include their right to work, education and participation in social and political issues.
3. Highlighting the problems faced by women and the negative phenomena associated with them in addition to providing appropriate solutions that will change the negative perceptions associated with women.
4. The media should create a general environment that will support women's issues and their importance in decision-making.

3-8- Advantages and disadvantages of social media

A- Advantages of social media

Social media is easy to use.

Used in the field of e-learning.

Used for special purposes, such as communication between friends by sharing information, private files, photos and videos.

It is used for official and governmental purposes, saving effort and time in dealing with citizens.

Used in the media, as news spread quickly on social media sites, and social networks promised from reliable news sources for many of its users (Dakil, 2016).

B- Disadvantages of social media

1. Cybercrime through the Internet.
2. Lack of privacy and poor security, social networks can sell user information to anyone, and intellectual property is threatened in them, the work of many artists and writers do not know its fate.
3. Scam, defamation, forgery, circumvention, extortion.
4. Display pornography and scandalous modesty.
5. Censorship and blocking Governments, represented by intelligence services, have a great ability to monitor and confront the media, and then block them

(Al-Asiri, 2005).

1. Discussion of Study Results

Table 1. Demographics Data Distribution of sample

NO.	Characteristics	N	%	
1.	Age	15-17	343	82.9
		18-20	61	97.6
		21<	10	2.4
		Total	414	100.0
2.	Class	Fourth	230	55.6
		Fifth	118	28.5

	Sixth	66	15.9
	Total	414	100.0

N= frequency, %= percentage.

In table (1) the demographic data of the study sample reflect that 82.9% of girls in age group (15-17), which is the expected age group of student in high school in Baghdad city. While other student in other age group over 17 years old indicates that, they were late in their school. In the classes variable of the study sample 55.6% in fourth class and 28.5% in fifth class, but only 15.9% of study sample in sixth class. That variance in class's distribution because those sixth class students didn't have enough time to fill the questioner and their teacher didn't let the researcher to interview with them.

Table 2. Distribution of Sample Uses of Social Media (A)

NO.	Characteristics	N	%	
	Use of social media	Always	202	48.8
		Some times	201	48.6
		Never	11	2.7
		Total	414	100.0
2.	Type of social media sites uses	Facebook	101	24.4
		Instagram	233	56.3
		Twitter	39	9.4
		YouTube	406	98.1
	Hours of use	Less than one hours	131	31.6
		1-3 hours	146	35.3
		4-6 hours	72	17.4
		More than 6 hours	57	13.8
	Time of use	Depends on situation	318	76.8
		Morning	4	1.0
		Afternoon	24	5.8
		Evening	40	9.7
		After mid night	19	4.6

F= frequency, %= percentage.

N= frequency, %= percentage.

Uses of social media in table (2) (A and B) reflect that approximately all study sample use social media in different types and times, this expected result due to the widespread use of social media in society, it has become an indispensable part of young people lives. In the part of type of social media used, YouTube came in the first position and the Instagram came after it. Half of study sample use social media for 1-3 hours\day in different time according to situation, those girls use social media for average short time in compare to others use it for more than six hours\day. This agree with (Al-Saidy & Daif, 2015) results; more than half of female in the study sample use social media between 1-3 hours\day. So the effect of this using time appears on the ethical behavior of female students in moderate degree.

Table 2. Distribution of Sample Use of Social Media (B)

NO.	Characteristics	N	%	
	Trust in social media	Trust	39	9.4
		Sometimes trust	290	70.0
		Don't trust	85	20.5
	Feelings when not use social media	No feeling	154	37.2
		Stress	12	2.9
		Sadness	38	9.2
		Calm	38	9.2
		Boring	172	41.5

N= frequency, %= percentage.

Study sample pointed that they sometimes trust in social media content, but this level of trusting effect on ethical behavior. Different feelings of study sample ranges from boring in the high percent and sadness and calm in the low level reflect the effect of social media uses on the psychological health of female students.

Table (3) shows that more than half of study sample 73% has moderate rate of ethical behavior (moral). While table (4) shows a significant relationship between ethical behavior and using of social media.

Table 3. Ethical behavior distribution

Ethical behavior	Frequency	Percentage
Highly moral (56-75)	103	24.9
Moral (36-55)	306	73.9
Immoral (15-35)	5	1.2
Total	414	100.0

Table 4. Significant Relationship between Ethical Behavior and Use of Social Media

Ethical behavior Variables	Person Correlation	Significant (2- tailed)
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Using of social media	0.235	0.00*
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*= Significant relationship, P= Probability Value.

Table 5. Significant differences between ethical behavior and uses of (Facebook, Instagram, YouTube & Twitter)

Variables		No.	M.	SD.	Independent test		
					t-value	Sig.	P ≤ 0.05
Facebook	Use	313	53.31	6.39	3.058	0.002*	Sig.
	Don't use	101	52.08	6.42			
Instagram	Use	181	55.53	6.55	5.073	0.000*	Sig.
	Don't use	233	52.39	5.96			
Twitter	Use	39	51.51	6.09	2.329	0.02*	Sig.
	Don't use	375	54.00	6.40			
YouTube	Use	408	53.25	6.39	0.230	0.818	N.S.
	Don't use	8	35.77	7.85			

Df= degree of freedom, Sig= significance, P= probability, N.s= not significant.

Table (5) shows the most effective site on internet that study sample use is Facebook in (p=0.002). After Facebook came Twitter and Instagram but YouTube have no significant differences. This significant relationship between changing in ethical behavior and especially Facebook due to, the interaction ability and popularity of Facebook in compare with other sites. While Facebook is the strongest and powerful site in the world, as Facebook inventor Mark Zuckerberg that Facebook is a social movement and not just a tool or medium for communication, that it will displace and replace email, and will control all aspects of the online network's human activity" (Sadik, 2008). Instagram and Twitter are important sites in social media world, these sites use the same way to share information and communicate, but they are less popular than Facebook, so they have lower effect on ethical behavior. YouTube According to Alexa's global classification is ranked second in terms of most global sites after GOGGLE. But the kind of YouTube according to social media, many beneficial objects and inability for interaction, explain the absence of significant effect of it on ethical behavior.

1. Conclusion

As the technology is growing the social media has become a daily routine for every person, peoples are become addicted with these technology every day. Female in the high school age affected by using social media and the clear effect appear on their ethical behavior. It has become clear that the use of these methods affects students negatively, especially at this critical age. After the confidence of female students in these sites and their impact on them became obvious, the appearance of problems as a result to the use of social media becomes clear. Ethical behavior appears in moderate degree in this important age group. Community awareness focus on the right uses of these sites introduce to families is required to save the society from its dangerous.

2. Ethical Compliance

This research funds by the researcher, while it considered as single independent research. The approval from the Ministry of Education and its six departments, then from the school departments and the student themselves to collect the data. The researcher gives a brief explanation of the research to the student before they fill the questioner. The name of the student didn't use in the questioner to save the privacy of them.

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