

The Effect of Social Networks Media on the Quality of changes in the people life style: A study report on Kingdom of Saudi Arabia and other Middle East.

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ABSTRACT: Social network analysis is having a major impact on people life style changes in recent years. The social web has emerged concurrent with a decline in Arab community involvement and number of close acquaintances. The rise of Muslim religiousness and reform movements in and beyond Middle East country has been the focus of much recent attention such as Egypt, Syria and Iraq etc., Social media has led to paradigm shifts in ways people work and do business, interact and socialize, changes in their life style, learn and obtain knowledge. Also, social media facilitates comparing ourselves with others, which may have constructive or undesirable things. Thus the social media has established itself as an important spatial extension of nation's historicity and experiments. The aim of research study is to identify the negative factor which can affect Arab community progress and identifying the problems and challenges on the social network media. Also, we identify the environments of threatening which in recent years has been dominated increasingly by, arguably, social networks. This research trying to remove barriers between social media networks, Arab community and Government.

Keywords: Social Networks, Social Media, E-gossip, WhatsApp, Arab Society, Saudi Arabia, Facebook, Twitter etc.,

I. INTRODUCTION

Social networking, Smartphone's, and social media applications are becoming increasingly popular and are used by millions of people for many reasons. Social networking allows users to be connected with their families and friends, and provides them with several functionalities such as sharing photos, videos, news, daily status updates, and other special topics [1]. People life without internet and social media is almost impossible. Since its inception in 2000, this popular social network service has quickly become both a basic tool for and isflex of social interaction, personal identity, and network building among various communities in all over the world. Social network sites deeply penetrate their users' everyday life and, as pervasivetechology, tend to become invisible once they are widely adopted, ubiquitous, and taken for granted [2].

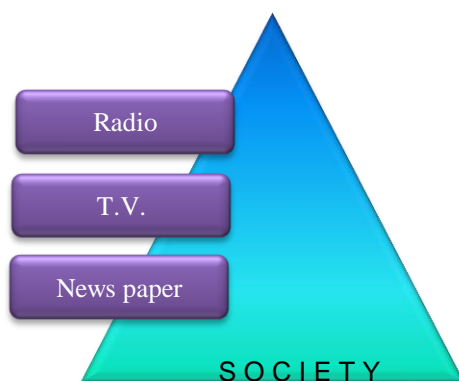


Figure 1. Traditional method of relationship between media and society

Social networks are defined by the social links between individuals that specify one or more types of relationships [3][4]. Such links represent pathways through which information, materials and infections can be

transmitted. Social networks can be viewed from the perspective of individuals (egocentric) or as a collection of connected individuals (sociocentric) [4].



Figure 2. Classification of present Social media

The impact of Facebook and Twitter and other social media in changing entire nations can be seen in the uprisings of the Arab society that were largely dependent on social media as a means of communicating and fueling the passions of the people who overthrew their countries' dictators.

In the following sections, we first discuss the relevant social networks media literature review and introduce the social network media concepts and problem statement. Next, we analyze the impact of social media in Arab society. With the help of social media, we are trying to figure out the need of the Arab society to improve the life style. Finally, we discuss our findings and the implications for future research and conclusion.

II. LITERATURE REVIEW

John J. Scarpino, Ali Abdullah Alshif, (2013) in this research article discussed about impact of social media on global society. And social media changes in dynamic way integration with people every day. The goal of this research article to exhibit how social networking has impacted Saudi Arabian residents living in the U.S. and how these residents' social networking skills are being used to close the gap of time and space beyond their homeland. This finding is taken sample study of all people not exclusive to Saudi people; it may be applied to people from other countries whose culture is family-oriented and places high value on frequent social interaction [1].

Mike Thelwall and David Wilkinson (2010) discussed about social network sites such as mySpace and Facebook. In this research analysis, Public comment exchanges extracted from large samples taken from America and UK. Especially, MySpace members found them to be relatively quick, but rarely used for sustained exchange of communication. They are trying to fulfill two objectives, First making initial contact and keeping in touch occasionally such as at birthdays and other important dates. It is about half of the dialogs seem to exchange some gossip, the dialogs seem typically too short to play the role of gossip-based "social grooming" for typical pairs of Friends, but close Friends may still communicate extensively in Social Network sites with other methods [5].

Greet Van Hoyer, Edwin A. J. van Hooft; Filip Lievens (2009) discussed social network using for job search. The author discussed on the basis of social network theory, the study investigated whether the structure and composition of job seekers' social network determined their networking behavior and moderated its relationship with job search and employment outcomes. The large sample data were collected, from the sample data, unemployed Flemish job seekers, using a two-wave longitudinal design. Job seekers with a larger social network and with good deed in their network spent more time networking, beyond individual differences in extraversion and carefulness. The research finding indicates that networking might be more effective for job seekers whose social network contains weaker and higher-status deed [6].

Elif Erisen, Cengiz Erisen (2012) in this article, the authors investigate the effect of social networks on the quality of political environment. This research paper introduces new social network concepts into the literature and develops the corresponding measures. Next, the article explores the quality of political environment as a concept and develops its measures based on the volume and the causality of thoughts, and their

integrative complexity. The sample data collected on social networks and the experimental manipulation controls for the effect of policy frames. The research findings constantly show the significant negative impact of cohesive social networks on the quality of policy-relevant thinking. The conclusion of the research that close-knit social networks could create “social bubbles” that would limit how one communicates with others and reasons about politics [7].

June Ahn (2011) discussed in this research about teenagers attitude in the social networks. This research studies find that youth spend a considerable portion of their day today life interacting through social media. Next, questions and controversies emerge about the effects Social Network Sites have on adolescent growth. This review outlines the theoretical frameworks researchers have used to understand adolescents and Social Network Sites. Also, this research examines the relationship between Social Networks Sites and social capital, privacy, youth safety, psychological well-being, and educational achievement. The outcome of research strands speaks to high-profile concerns and controversies that surround youth participation in these online communities, and offer ripe areas for future research [8].

III. SIGNIFICANCE OF RESEARCH

As an Islamic holy country of Saudi Arabia, it is essential to make this kind of research to analyze the people’s opinion as a core part of the running good governance. Social media has changed the way, in part of interacting, thinking, forming friendships, accessing information, sharing social thoughts, implementing business etc. The social media is to promote and aid communication to the society. But, present days social network sites might be doing more destruction than creating awareness among the people. Particularly, the social networks that you can find people flirting, uploading unwanted messages, threatening to government, harmful videos, verbally abusing, sending negative messages against government or organization, spreading gossip etc.

Due to the magnificent growth of social media, the Arab Spring uprisings happen in the world. It is difficult to say how much social networking actually contributed to the organizing people, but one thing is for sure: WhatsApp, Twitter, Facebook and YouTube got global attention to the struggle of individuals in autocratic administrations. The Arab uprising not only impacted social media as a powerful force behind the popular uprising, they do indeed have an impact on political background. But, it is not always to the benefit of the people to live peacefully. Also, we should know that the politician, administrator and the government also use and observe social media – to spread their message and promote their policies. Social media sites allow society to mobilize in response to challenges that require cooperation, such as natural disasters, rescue operations, threats, spreading disease and climate change. Therefore, this research study is important for the nation to introduce new policies and procedures according to the public opinion.

IV. GROWTH AND IMPACT OF SOCIAL MEDIA IN SAUDI ARABIA

In recent decades, the Kingdom of Saudi Arabia has been facing many challenges between the new technology and traditional customs, heritage, faith and Arab unique culture. Also, increase of literacy rates need the use of present technology and communication with other society. Today, Kingdom of Saudi Arabia is a nation known by sophisticated political, legal, and good economic systems, with Islamic culture and faith.

People of Kingdom of Saudi Arabia need more reformation after the recent uprising in the other Arab countries. The Saudi government has understood the need for greater reform in economic, social, and political environment. In recent years, Saudi Government has increased its efforts to open its domestic progress to the international community via social media network such as Facebook, YouTube, Twitter, Google+ and WhatsApp application. These social media networks create mutual understanding between the Kingdom and the other nations of the world which can be achieved.

Due to growth of the social media networks, the Kingdom offers a highly industrialized infrastructure to support economic progress and speculation, free public education and health care systems for all citizens, research and health care facilities and a wide social services program. Also, Saudi Government implemented a number of measures to encourage political contribution, increase economic growth, promote foreign investment and expand employment opportunities due to the new trend and technology.

4.1 Social Media and Saudi Society

Saudi Arabia has some of the world’s highest usage rates for digital media by the Saudi society. According to the web resources, in the month of October 2013 Saudi Arabia got first position in Twitter penetration. The Kingdom tops the list of Middle East countries when it comes to involvement in the social network media in most of the statistical data. Here we are concerned with the study of people needs that emerged in recent years.

Especially under the recurrent circumstances of the economic, social and cultural changes and transformations encountered by the Saudi society.

Now Saudi society feels that the Social media revolution, from Tele Vision to the Internet, has obstructed the way people acquire information and practice it. Also, Saudi society needs to be implementing on Arab media's independency. We can see many developing countries like North Korea, India, Pakistan, Bangladesh, and Ethiopia is making disappointment by the major media that had established a name on the international prospect, toeing the track of their financial sponsors. Also we can see some negative side of media's revealing, Sweden and Norway is one of the world's most educational and economic systems, often view the world in terms of strike and protest against their government. Also, Saudi society needs that the role of religion and religious beliefs should not be abducted by media and other society. Here, some of the (highlightsthe point mentioned its) role and importance of social media to society.

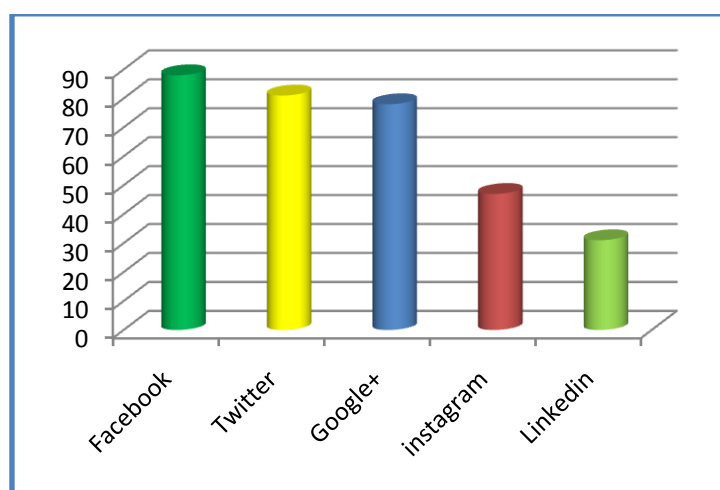


Figure 5. Social Network Users penetration in Saudi Arabia in 2014

Sources: www.Statista.com

4.2 Social Media and student community

Young student community today discuss all sorts of issues on social network media and use it as a tool to enable their voices to reach officials through the network and connect with people who share their interests and activities. It seems they are not afraid to express their frustrations and criticism to higher authorities. Social network media gained more popularity among young generation have become to increase their voices to change for a better future. The increasing number of youth community on WhatsApp, Twitter, Facebook and YouTube is an indication that student community will become more active and more involved in Saudi society.

The awareness of the student community will make it very difficult for government to implement new law to remove all sorts of obstacles in the way of development. Student community need good, peaceful and diplomatic national debate needs to be encouraged online in order to create good governance towards growth of the nation.

4.3 Social media and Economic development

Social network media is one of the great tools for promoting individual company product. Social network online businesses have become a crucial aspect for the most popular companies. They connect more than 600 million people in all over the world. It also impacts on the Saudi business and economy development. Social media is a tool which greatly changes the dominant position of established market environment. The influence of social network media provides significant growth on the Saudi economy in recent years. Social network media would give the opportunity to expose the doors to all organization to provide the competitive cost. The social network media accessible is considerably lesser than traditional media.

4.4 Social Media and the women

The leading role that women have played in organizing and participating in social movements in Tunisia, Egypt, and Yemen has surfaced their position as equal to men in transforming the political backdrops in their countries. Due to the massive development of social network media Saudi women gets equal rights with men. We can find in recent years Saudi government allows Saudi women to participate in international games

and activities. The Saudi younger society also supports women participation via WhatsApp, Youtube, Twitter and Google etc., Saudi government also increasing many privileges in women's favour. In 2009 Norah al-Faiz was appointed deputy minister for education.

4.5 Social Media and Government

Dictator ship country's social network media sites have been showed and are often identified negatively and with distrust. Social network media users have become more forthright in criticizing the new strategies that affect their lives and the progress of their country. Saudi Social Media report giving importance on the prospective for increasing unity, information sharing and novelty, both between and among government entities, Society and the business segment.

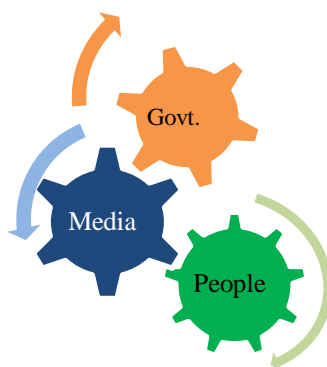


Figure 4. Inter relationship between Government, Media and People

The Saudi social network media provide precaution message to the Saudi government on contemporary aspects of social responsibility towards local municipal Administration, chambers of commerce and civil society services as towards intended task. The media provides both positive and negative demographic situation in the Saudi in terms of their scope, reasons, leads, drawbacks and ways of controlling the society agitation. As an Islamic holy country, it is more responsible to control the network media from the thousands of pornographic sites. Saudi Arabian government concentrates its filtering efforts on a few distinct types of content which has been spoiling religious and their society, particularly that related to pornography, drugs, gambling, religious transformation.

V. BENEFITS OF THE RESEARCH STUDY

Social network media tasks are most effective when they are strategically unified as a part of a Government's outreach, program design, implementation, and monitoring assessment efforts. Adopting social network media as a tool in development not only helps to advance governmental task, but it also allows its society to build and strengthen capacity to use online tools for encouragement. This study finds that there are a number of significant benefits connected with the use of Social network media including: social responsibility of individual, society, media and government. Moreover, the good sense of society and belonging adopted by Social network media has the possible to promote flexibility, which helps student and women community to successfully adapt to change and stressful events. The significant benefits of the research study were as follows:- This study clearly defined the role and responsibility of individual person, Saudi community, Social media and government to the fair use of Social network media.

- ❖ This study helps student's community to do better and optimum criticize at Social network media.
- ❖ This study allows people to improve their relationships with other society on the social network media.
- ❖ This study reveals the empowerment of women in Saudi Arabia in present stage.
- ❖ This study integrates employers find employees and job-seekers to develop the country's economy growth.
- ❖ This study empowers individuals to make social transformation and do social good on a community level through Social network media.
- ❖ This study creating awareness and protecting society through social media networks from terrorism and unethical activities.
- ❖ This study identifies how the criminals and terrorist use social media to commit, spread and encourage their activities to get the public support.



- ❖ This study creates awareness of research to a global audience, agreeing many people access to previously unavailable educational and research resources.
- ❖ This study criticizes how the Social network media enables the spread of unreliable and false information to the society.

VI. CONCLUSION

Social media in the Arab world has been involved in gathering people around social causes and political movements, enhancing citizen journalism and community participation, creating a good environment for debate and interaction between governments and their societies, and enhancing modernism and cooperation within government. This study is ongoing initiative to improve understanding of Saudi Social media network responsibility and need for the Government support in respect to the welfare of the Society. Saudi Kingdom's decisions on Social media network are designed and limited according to the Islamic law, but it allows most of the educational and scientific research and message communication sites according to the Saudi society and culture. Total freedom for Social network media creates problem for the society, the incident of uprising in many countries such as Libya, Egypt, Syria, Tunisia and Iraq. Still the people and society facing many problems the uprising groups are not coming forward to find the solution. Finally, it can be concluded to present that the Social network media work and service in Kingdom has been acceptable and this study put forward some demand to the Saudi Government, which need for additional relaxation to Saudi women's due to the ongoing changes of other countries women's community.

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