

Arab Youth Motives for Using Social Media

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Abstract

The study aimed to identify the motives behind the use of social Media among a sample of Arab youth. This was accomplished by examining their habits in using these networks and evaluating the extent of their interaction with content and other users. The study adopted a descriptive survey approach, focusing on a sample of young individuals active on the most prominent social media networks in the Arab world. Data were collected through a survey questionnaire distributed across these networks. The study yielded the following findings: The Arab youth encompassed in the sample predominantly utilized social media for purposes such as social interaction, exploration of scientific content, and the dissemination and dissemination of materials. These young participants availed themselves of the multifarious features proffered by social media platforms, partaking in a diverse array of activities. These activities included engaging with and responding to publications, fostering communication with family, friends, and followers, and contributing to the enrichment of discussions on a multitude of topics.

Keywords: Social Media, Arab Youth, Motives, Forms of Communication and Interaction, Social Communication, Online Communication Groups.

INTRODUCTION

With the emergence of current communication modalities, the populace has been afforded the capacity to actively engage in the communicative process. This dynamic evolution has transmuted the role of the public from being mere recipients to active information seekers, facilitating them in discerning suitable content and engaging in message interchange with the originator. Some posit that discerning between the communicator and the recipient has burgeoned into a challenge in numerous instances, owing to the adoption of these communicative mediums. These avenues have laid the groundwork for ubiquitous information access, thereby influencing the communication process across three delineated facets (Al-Labban, 2007, p. 67).

Access to information has been simplified through connecting to new media and additional communication options, thereby increasing the alternatives available to recipients.

One notable advantage is the interactivity it offers, granting users greater control and facilitating the exchange of information.

The fast-track information has established remote links to individual activities, each operating from its own location.

Social networks currently conceded the most significant technological phenomena of the twenty-first century, given the surge in user numbers over the past three years, now accounting for billions. As of October 2012, Facebook's user base was so large that, if it were a country, it would be the third most populous, following China and the United States (Pew Research Centre, 2021). But as for the third quarter of 2022, the number of monthly users reached 2.95 billion, an increase from the previous 12 months in the third quarter of 2021 when they had 2.91 billion users (The Social Shepherd, 2023). The widespread availability of laptops and 3G phones has amplified user engagement and consistent use. The accelerated pace of contemporary life has also fuelled its proliferation, as individuals, engrossed in their bustling social lives, exchange messages, share photos, and post videos through these networks.

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Social networking services have become essential for Arab youth because of their many benefits. These platforms facilitate social communication among people, regardless of their geographic location or cultural environment. Young people can share ideas and cultures via these media, which improves understanding amongst them and fortifies social ties.

These websites have demonstrated their significance in affecting political landscapes by supporting protest movements and influencing laws in numerous Arab nations (Mourtada, & Salem, 2012, p. 1-28). Furthermore, social media platforms are essential for creating professional and social networks, which broadens one's search for employment and fosters personal growth (Arab Youth Survey, 2020).

These platforms enable young people to access and exchange instructional content in an educational setting, promoting successful engagement and self-learning (Sharma, S., Behl, R., 2022). Ultimately, social media platforms encourage Arab youth to be more innovative and enterprising by allowing idea exchanges and offering inspiration from accomplished people to achieve their objectives in both their personal and professional lives, particularly Social media platforms are popular for leisure and amusement because they provide a variety of entertainment content, such as photos, movies, and interactive experiences (Statista, 2021).

Studies conducted in various Arab countries indicate a growing reliance in the Middle East on communication via digital social networks as compared to other forms of personal communication such as face-to-face interactions, emails, or telephone calls. Research by Universal McCann, a company specializing in media and marketing consultations, highlighted that individuals in the region regularly communicate with approximately 38 people through social media networks (Shtayah, 2023).

The role of these networks has evolved from being mere sources of information and marketplaces to reflections of users' lives. Users frequently update their pages to share their statuses, encapsulate their daily lives by uploading photos and videos, and express their viewpoints through comments. In addition, they engage in watching and sharing video clips online, using instant messaging, visiting friends' social media pages, and reading blogs (Rafaeli, & Sudweeks, 1997).

Accordingly, This Study Raises Two Main Questions

What motivates Arab youth to use social media?

Which forms of communication and interaction are evident among Arab youth on social media?

Hypotheses of the Study

Arab youth utilize Social media for the following reasons and motives:

Social Communication.

Searching for scientific and academic content.

Publishing and republishing.

Some of the most prominent forms of communication and interaction exhibited by Arab youth on Social media include:

Interacting with posts from friends and family.

Chatting and replying to messages.

Participating in publishing and providing specialized and general scientific information.

Participate in discussions on different topics.

LITERATURE REVIEW

The study Networked Interactivity conducted by Rafaeli and Sudweeks focused on examining online communication groups to identify the unique characteristics and interactive capabilities of this mode of communication. The analysis was based on a simple random sample of communication content available in

three groups: Usenet, CompuServe, and Bitnet. The researchers posited that interaction mediated by the Internet among the parties involved in the communication process leads more to agreement than to confrontational personal communication. They concluded that interaction is not a characteristic intrinsic to the medium but is rather a concept associated with the communication process itself, as previously mentioned (Rafaeli, & Sudweeks, 1997).

The study focused on studying online communication groups with the aim of identifying the characteristics of this communication style and the interactive capabilities that distinguish it through analyzing the content of a simple random sample of the communication content available in three groups: Usenet, CompuServe, Bitnet, and Hypothesize. The researchers believe that interactivity between the parties to the communication process mediated by the Internet leads to agreement more than confrontational personal communication, and they concluded that interactivity is not a characteristic of the medium, but rather a concept linked to the communication process - as previously mentioned.”

The underlying hypotheses about interactivity suggest that less interactive uses of the net are not likely to see stable memberships. Individuals may come, but they will not tarry. While less interactive groups may be or even grow, they may be doomed to a rotating-door, shifting existence. In such groups there could be many who stop to visit, but few would be “netted” to stay because the content offerings are reactive at best. Interactive groups are more likely to sustain their memberships, and yield other desired outcomes, such as symmetry in contributions, creativity and productivity, agreement, humor, and sense of belonging. Interactivity is related to longevity too. It can, therefore, turn from just a theoretical construct to practical use as well (Royal Society of Public Health and Youth Health Movement, 2017).

The current study about Facebook paths to happiness: Effects of the number of Facebook friends and self-presentation on subjective well-being. *Cyberpsychology, Behaviours, and Social Networking* (2010) investigates whether and how Facebook increases college-age users' subjective well-being by focusing on the number of Facebook friends and self-presentation strategies (positive vs. honest). A structural equation modelling analysis of cross-sectional survey data of college student Facebook users (N=391) revealed that the number of Facebook friends had a positive association with subjective well-being, but this association was not mediated by perceived social support. Additionally, we found that there was a negative curvilinear (inverted U-shape curve) relationship between Facebook friends and perceived social support. As for self-presentation strategies, whereas positive self-presentation had a direct effect on subjective well-being, honest self-presentation had a significant indirect effect on subjective well-being through perceived social support. Our study suggests that the number of Facebook friends and positive self-presentation may enhance users' subjective well-being, but this portion of happiness may not be grounded in perceived social support. On the other hand, honest self-presentation may enhance happiness rooted in social support provided by Facebook friends. Implications of our findings are discussed in light of affirmation of self-worth, time and effort required for building and maintaining friendships, and the important role played by self-disclosure in signalling one's need for social support (Common Sense Media, 2019).

According to a study of social networking site use and subjective well-being: a study in South Korea the Social networking sites (SNS) provide users with a unique computer-based environment where individuals can reveal their thoughts, feelings, and experiences within their personal circle of relationships. From a positive psychological perspective, this research investigated the use of social networking services and users' subjective well-being. The results show that although time spent using SNS is not associated with well-being, the amount of self-disclosure on SNS is positively associated with subjective well-being. In addition, an individual's socioeconomic status is negatively associated with self-disclosure behaviors (Lee's, & Kwon, 2011).

According to a study of Uses and Gratifications of social media: A Comparison of Facebook and Instant Messaging , Users have adopted a wide range of digital technologies into their communication repertoire. It remains unclear why they adopt multiple forms of communication instead of substituting one medium for another. It also raises the question: What type of need does each of these media fulfil? In the present article, the authors conduct comparative work that examines the gratifications obtained from Facebook with those from instant messaging. This comparison between media allows one to draw conclusions about how different

social media fulfil user needs. Data were collected from undergraduate students through a multimethod study based on 77 surveys and 21 interviews. A factor analysis of gratifications obtained from Facebook revealed six key dimensions: pastime, affection, fashion, share problems, sociability, and social information. Comparative analysis showed that Facebook is about having fun and knowing about the social activities occurring in one's social network, whereas instant messaging is geared more toward relationship maintenance and development. The authors discuss differences in the two technologies and outline a framework based on uses and gratifications theory as to why young people integrate numerous media into their communication habits (Kim, & Lee, 2011).

As for studying sharing, liking, commenting, and lamenting? The path between interaction on Facebook and psychological distress by researchers Chen & Lee indicated that frequent interaction on Facebook is associated with more distress directly and indirectly via a two-step path that increases communication overload and reduces self-esteem. The research highlights new directions for understanding psychological well-being in an increasingly mediated social world where users are sharing, liking and commenting more and more (Chen, Lee, 2013).

The study of motivations for using social media: an exploratory factor analysis by researcher Menayes aimed to identify the motivation for using social media among a sample of university students. The current research is based on uses and gratifications theory, and seeks to determine user motivations through exploratory factor analysis. To reach the objectives of the study, the researcher used a cross-sectional survey methodology, where a questionnaire was distributed to 1,327 university students with their consent. Data analysis revealed that almost all participants used social media. Based on the results of the factor analysis, their motivations for doing so are entertainment, information seeking, personal benefit, and comfort. These factors were positively related to user experience, time spent, and level of satisfaction with social media. Future studies should take into account users' cultural values and examine other potential motivations, taking into account their context (Al-Menayes, 2015).

This study is consistent with previous research by examining the contemporary use of social media sites as reliable platforms, and the features of their use. However, what distinguishes this study is its contemporaneity, as it presents new statistics that highlight significant shifts compared to previous years. These changes stem from recent developments in social media usage patterns.

METHODOLOGY

The study employed a descriptive survey methodology in its theoretical segment, introducing a spectrum of theoretical perspectives and propositions within the domain. Subsequently, in its empirical component, which draws upon the respondents' answers to the survey questions, the study disseminated questionnaires to a sample of social media users across all Arab countries. For data collection, the research primarily depended on survey distribution and the reception of responses through social networks, utilizing a questionnaire as the principal instrument. The questionnaire encompassed 12 queries, structured around two central themes:

The First Axis: Focused on exploring the patterns of Arab youth's usage of Social media and the Internet, evaluating factors such as duration of use, frequency of use per week, daily usage hours, and user preferences and objectives.

The Second Axis: Directed inquiries towards the modes of communication and interaction amongst Arab youth on social platforms, investigating the scale and nature of these networks, along with the volume and kind of publications and posts shared therein.

In processing and analysing the data derived from the questionnaire, the study incorporated:

Scientific Interpretation: A meticulous examination of figures and percentages, elucidating the motivations behind Arab youth's engagement with Social media and their distinct communication and interaction styles.

Mann-Whitney U Test: A non-parametric test equivalent to the independent samples t-test, employed to ascertain whether two independent samples originate from identical distributions. Although less powerful than the t-test, it was chosen due to the absence of prerequisites for applying the t-test—namely, independence and

random selection. This test was deployed to scrutinize statistical variances across gender, age groups, and educational levels.

Chi-Square Test (χ^2): Applied to assess the null hypothesis, positing no association between demographic factors (such as gender, age, and educational level) and specific habits and patterns pertaining to the sample members' use of social networks.

Study Sample

The study sought to uncover the motivations behind Arab youth's usage of social media. To achieve the primary objective of the research, we disseminated the questionnaire link among our friends and followers' groups across the most prevalent Social media in the Arab region: Twitter, Instagram, WhatsApp, Snapchat, and select Facebook groups. We encouraged participants to complete the electronic questionnaire and to further share it within their circles. Responses were collected over a six-week period, beginning in mid-March 2023, and concluding at the end of April. We received a total of 760 responses, out of which 40 were excluded due to incompleteness or absence of answers to one of the initial demographic questions pertaining to gender and age. Consequently, the number of valid, decipherable, processed, and analysed responses amounted to 720 forms.

Sample Specification

Males constituted 55% of the total sample, while females represented 45%, with 395 and 322 users of Social media responding to the questionnaire, respectively. This disparity is a clear indicator that the number of male users of Social media surpasses that of females in the Arab region. As noted in a study by the Dubai School of Government, "Despite their active participation in societal transformations and politics in the Arab world, the use of social media by Arab women remains low compared to men. The observed gap in the use of social media by Arab women, both compared to men and the global average, primarily stems from societal and cultural constraints that hinder their full involvement."

Most of the sample members belong to the category [18-25], half of the sample, which some social studies describe as young people. The younger the age of adult users, the more likely they are to use these social networks. About (57%) are from the age group [18 - 25], which is the highest percentage in the sample, compared to (27%) from the age group [26 - 33], and (16%) from the [34 - 40] group.

Many of the sample members possessed a substantial level of education, either at the undergraduate or postgraduate level. Those holding an undergraduate degree represented 60% of the sample, postgraduate degree holders constituted 34%, and those with a high school level of education made up 6%. This distribution serves as a clear indicator that a significant proportion of social network users possess advanced levels of education, aligning with the higher percentage of those in the most represented age groups within the sample [18-25]. In the Arab world today, most individuals within these age groups are either pursuing university studies or have recently graduated.

Students constituted the largest demographic in the questionnaire responses, representing 53% of the respondents. University professors and others accounted for 27%, while employees, media professionals, and individuals with private businesses made up 7%, 7%, and 6% of the respondents, respectively.

These figures and percentages are commensurate with the results we found in both the age group as well as the educational level. The previous figures confirmed that the highest percentage (57%) for the age groups was followed by the category (18-25). They also confirmed that the university students are the highest percentage (60%) in the total questionnaires.

The Theory of Uses and Gratifications

The theory of Uses and Gratifications delves into the reasons why individuals actively select and engage with media content that aligns with their needs and desires. It emphasizes the role of the audience, in choosing and utilizing media to fulfil needs and gratifications. This theory encompasses concepts (Cynthia, 2022):

Active Audience: Unlike earlier communication theories that portrayed audiences as passive recipients of media messages the Uses and Gratifications Theory acknowledges that individuals actively seek out and utilize media to meet their needs and desires.

Gratifications: According to this theory people possess social needs prompting them to select media content that can satisfy those needs. Common gratifications include obtaining information seeking entertainment, engaging in interactions shaping identity or finding diversion.

Media Selection: Individuals choose media channels and content that best cater to their preferences and requirements. For example, someone looking for information might turn to news websites or documentaries while those seeking interaction may prefer media platforms.

Individual Differences: The theory recognizes that individuals have needs and preferences; thus, what satisfies one person may not necessarily satisfy another. Factors such, as age, gender, socioeconomic status, or cultural background can significantly influence an individual's choices regarding media consumption.

Active and Goal Oriented Behaviours: According to the Uses and Gratifications Theory individuals take a role, in choosing the media they consume. They have objectives, in mind when selecting media content anticipating certain gratifications to be met by their choices.

RESULTS & DISCUSSION

Patterns of Arab Youth's Use of Social Networks

The analysis of the sample responses yielded the following results:

The sites most frequented by the respondents were, in descending order: social networks, leading with 95%, followed by entertainment sites (which include listening to songs, watching movies and series) at 84%, educational sites at 65%, news sites at 42%, and other sites in subsequent order, namely: service sites (30%), chat sites (27%), forums (26%), blogs (25%), and portals (12%).

A substantial majority of the participants reported having a subscription to WhatsApp at 97%, Instagram at 90%, a Facebook page at 85%, Snapchat at 72%, a Twitter account at 87%, a YouTube account at 67%, and a LinkedIn account at 47%.

A significant 95% of the respondents browse their pages on Social media daily, while the remaining 5% do so only in their free time.

TABLE1: the correlation between the frequency of daily social network usage and variables such as gender, age, and educational level

Sex	K2	Intangible value	Statistical Interpretation
Male	15.693	.003	There is a significant correlation between gender and the number of times Social media are browsed daily, as the value of significance is 0.003<0.05
Female			
	Man Whitney	Intangible value	Statistical Interpretation
	30,870.000	.004***	There are significant differences between male and female members of the sample in terms of the number of times Social media are browsed daily, as the value of significance is 0.004<0.05
Age	K2	Intangible value	Statistical Interpretation
(18-25)	8.620	375	There is no moral correlation between age and the number of times you browse Social media daily, as the moral value is 0.375<0.05
26:33			
(34:40)			
Educational Level:	K2	Intangible value	Statistical Interpretation
Secondary	7.405	965	There is no moral correlation between the educational level and the number of times Social media are browsed daily, as the moral value is 0.965>0.05
University education			
Post-graduate degree			

Duration of Use: This pertains to the number of hours the respondents devote to utilizing social media networks in comparison to the total hours they spend on the Internet. The answers to our initial inquiry in this metric, "How many hours do you browse social media per day?", revealed that most of the participants, at a rate of 79%, engage with social media networks for [1 – 5] hours daily, while 21% do so for more than 5 hours each day.

TABLE 2: The duration of daily social media browsing in relation to gender, age, and educational level.

Sex	χ^2	Intangible value	Statistical Interpretation
Male	1.705	.636	There is no significant correlation between gender and the number of hours spent by the sample members in using and browsing Social media daily, as the value of significance is $0.636 > 0.05$
Female			
Age	χ^2	Intangible value	Statistical Interpretation
(18-25)	22.007	.001	There is a significant correlation between the age and the number of hours spent by the sample members in using and browsing Social media daily, as the value of the significance is $0.001 < 0.05$
26:33			
(34:40)			
	Kruskal Wallace	Intangible value	Statistical Interpretation
	15.904	.000	There are significant differences between the sample members of different age groups in terms of the number of hours spent by the sample members in the use and browsing of Social media daily, where the value of the significance was $0.000 < 0.05$
Educational Level:	χ^2	Intangible value	Statistical Interpretation
Secondary	23.497	.024	There is a significant correlation between the educational level and the number of hours spent by the sample members in using and browsing Social media daily, as the value of significance is $0.024 < 0.05$
University education			
Post-graduate degree			
	Kruskal Wallace	Intangible value	Statistical Interpretation
	17.142	.002	There are significant differences between the sample members of different educational levels in terms of the number of hours spent by the sample members in using and browsing Social media daily, where the value of the significance was $0.002 < 0.05$

Motivations to Use Social Networks

The responses delineated that most participants predominantly use Social media for three key reasons:

Socializing, accounting for 86% of the responses

Viewing videos, series, and movies, constituting 83%

Engaging with local and international news and events, at 75%

Seeking scientific information, represented by 69%,

Documenting daily activities and sharing them with others, at 45%.

These percentages are entirely in alignment with the findings of studies conducted in various Arab countries, highlighting an increasing reliance in the Middle East on digital Social media for communication as opposed to

other personal communication methods such as face-to-face interactions, emails, or telephone conversations. A study undertaken by Universal McCann, a global firm specializing in media and marketing consultancy, pointed out regular communication through social media networks between everyone in the region and approximately 38 other people. The role of these networks has transformed from being mere sources of information and commerce to acting as reflections of users' lives, who continually update their pages to express their statuses and chronicle their daily experiences by uploading photos, videos, and posting opinions and comments.

Forms of Communication and Interaction

The results showed that most of the respondents do more than one of the automated activities on their pages on social networks:

Reading posts by (87%), and interacting with the posts of friends and family by sharing and commenting on them by (45%)

Communicating with family and friends continuously by (74%)

Responding to messages that reach them by (71%)

Participation in publishing on various topics and issues (45%).

The results of all these responses and their implications showed that young people in the sample have benefited greatly from the possibilities offered by Social media of direct communication with others. **At the first level**, young people have benefited from several actions and activities that clearly highlight the forms of communication and interaction on social networks, and the most important of these actions and activities:

Reading the publications that appear on one of these networks daily: It is known that Facebook, for example, which is one of the most used networks by the sample members, allows users to publish directly on their pages, or refer to other pages in various fields of media, knowledge, cultural, social, and even entertainment, and they participate in publishing on various topics and issues, most notably: knowledge, information, and skills related to their scientific disciplines, global and local news and events, and their analyses and interpretations by experts and specialists in various fields, the major issues presented to the Arab and global arenas (the totality of social issues in the Arab countries, the issues of Arab youth, such as education, unemployment, political transformations in some Arab countries, and even some literary and artistic issues), and they also participate by proposing discussion topics in various general fields: social, cultural, political, economic, and even sports, artistic and literary, as well as specialized in their scientific fields, and related to news and events and their analysis.

Direct communication with others: The results showed that young Arabs in the sample used Social media extensively in direct communication, interacting with friends and family, and sharing their daily activities through instant chat, responding to messages, or even doing something I liked (like).

Participation in publishing: It means the activity of the sample members in the field of publishing and enriching the content on Social media that allow many multiple options for participation in addition, such as introducing themselves, communicating with others with whom they have common interests, the possibility of attaching files, photos, videos and writing on specific and specific topics, and the possibility of commenting on the topics raised in them.

To Clarify This Form of Communication And Interaction Among Young Users, The Study Sample Asked Four Consecutive Questions

How Would You Describe Your Social Media Activity?

In answer to the question: large percentage of the respondents (43%) described their presence on social media networks as very active, and (27%) described them as average, while (20%) described them as ordinary, and (8%) described themselves as rarely posting, and (2%) that they never post, only they are just browsers.

If You Are "Very Active" Or "Average", What Is Your Activity In Publishing On Networks?

The "very active" and "average" respondents answered this question by saying that they do the following: family and friends share and comment on their activities by (52%), participate in straws by (49%), tweet or write new posts daily by (38%), suggest discussion topics by (17%), while (10%) responded that they are satisfied with what the applications publish about them.

If You Have Daily Posts, What Is Their Nature Often?

Most of the respondents who have "daily posts" on their pages on the following Social media (ranked from the highest to the lowest percentage): cultural or social posts by(67%), posts expressing their opinions and trends in topics by (48%), their own work and daily activities by(47%), specialized scientific publications by(45%), photos or videos only by (40%), media publications for news and current events by(26%), publications for political topics by(20%), guidance and guidance for friends by(19%), and entertainment publications (songs, movies, episodes of series,...) by(18%).

Approximately How Many Posts Are Published Per Day?

Most of the sample members participate on Social media with posts ranging from 1 to 3 posts per day, while (37%) participate with 4 to 6 posts per day, (12%) with more than seven posts per day, (8%) at least one post per week, and(3%) one post per month.

Table 3: Number of publications published daily by sample members by gender, age, and educational level

Sex	K ²	Intangible value	Statistical Interpretation
Male	8.025	.091	There is no significant correlation between the type and the number of publications published daily by the sample members, as the value of significance is 0.091>0.05
Female			
Age	K ²	Intangible value	Statistical Interpretation
(18-25)	43.070	.000	There is a significant correlation between age and the number of publications published daily by the sample members, as the value of significance is 0.000<0.05
26:33			
(34:40)	Kruskal Wallace	Intangible value	Statistical Interpretation
	2.550	.279	There are no significant differences between the sample members of different age groups in terms of the number of publications published daily by the sample members, where the value of the significance was 0.279 > 0.05
Educational Level:	K ²	Intangible value	Statistical Interpretation
Secondary	38.613	.001	There is a significant correlation between the educational level and the number of publications published daily by the sample members, as the value of significance is 0.001<0.05
University education			
Post-graduate degree			
	Kruskal Wallace	Intangible value	Statistical Interpretation
	3.913	418	There are no significant differences between the sample members of different educational levels in terms of the number of publications published daily by the sample members, where the value of the significance was 0.418> 0.05

The Results of The Answers to The Fourth Questions Collectively Indicate the Following

Most of the Respondents (by adding the percentage of the sample, average and normal), who represent (90%), are active and have an effective presence on social networks, and they are not just passive recipients. It is expected of them because most of them belong to vital, active, and effective age groups, and to scientific levels (university and graduate studies) that demonstrate their active participation in this sprawling, multi-directional and functional cyberspace.

The order of the posts contributed by the sample members on social networks, as well as their number on:

The majority of the sample members exhibit a highly effective presence on social networks, substantiated by the varied nature and frequency of their participation in posts on a daily or weekly basis.

Those among the sample who are active on these platforms contribute to publications characterized by scientific, cognitive, and cultural value, affirming the prevalence of specialized publications in the fields of science, society, culture, and media, along with the dissemination of advice to peers.

Members of the sample display a pronounced interest in cultural and social publications and those that articulate their perspectives and inclinations on presented topics, in addition to specialized scientific contributions.

These findings are congruent with the demographics of the sample, encompassing their age groups, educational attainments, and respective occupations or professions.

The findings illuminated the motivations and reasons behind Arab youth's engagement with social media and the ways they leverage them for communication and interaction with others, as detailed below

Extent of Social Network Use: This includes the duration of usage, frequency, and the daily number of hours spent on these platforms.

Usage Motivations and its Forms: This encompasses the capability for direct communication with others via chat rooms and forums, the exploration of diverse content, and the potential for contributing to and enhancing communicative content. This is reflected through the volume of publications in which a majority of the sample participates, either daily or weekly. Regardless of their content – which constitutes a separate topic requiring distinct tools for study and interpretation – the type and nature of these contributions were considered.

CONCLUSION

The pervasive influence of social media on the lives of Arab youth is evident in their changing patterns of digital engagement. This research explores the motivations behind the increasing use of social media platforms among Arab youth, recognizing their significance in daily communication and information exchange. Employing a descriptive survey method, the study focuses on a sample of active youth users across prominent social media networks in the Arab world. Through a distributed survey questionnaire, the study reveals that Arab youth extensively utilize social media for various purposes, including social interaction, exploring scientific content, and content creation and dissemination. The diverse features of these platforms are harnessed for activities such as responding to posts, enhancing communication with peers and family, and contributing to discussions on diverse topics.

The results underscore the multifaceted role of social media in the daily lives and social interactions of Arab youth. These platforms facilitate intercultural communication and address the social and cultural needs of the youth. Acknowledging the substantial impact of social media on adolescents, it is recommended that marketing strategies and governmental regulations consider these platforms' role in fostering cultural communication and participation in social and political discussions. This understanding can contribute to better addressing the needs of youth people and supporting them in realizing their full potential. Furthermore, ongoing studies in this field should stay abreast of advancements in social media use.

The analysis of Arab youth's social networking patterns reveals that social media are the most frequently used, followed by entertainment, educational, and news sites. Popular platforms include WhatsApp, Instagram, Facebook, Snapchat, Twitter, and YouTube. The majority of participants browse social media daily, with motives such as socialization, watching videos, series, and movies, staying updated on news and events, searching for scientific information, and documenting daily activities. These motives align with a regional trend of increased reliance on digital social media for communication. Understanding these patterns and motivations is essential for adapting communication strategies to the evolving landscape of social media use among Arab youth.

It's clear that Arab youth's social media usage reflects a range of aspects of their daily lives and interpersonal relationships. The results demonstrate how these platforms meet the social and cultural needs of youth people while also enhancing communication and cross-cultural exchange. Given this, it is recommended that marketing

strategies and governmental policies take into account the substantial impact that social media has on teenagers' lives. By means of these platforms, it is possible to enhance cultural exchange and participation in social and political discourse, so contributing to a more comprehensive comprehension of the requirements of youth and facilitating their optimal development. Furthermore, research in this field should stay up to date with developments in the application of social media.

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