Social Media (Facebook, Twitter, WhatsApp) Used, and it's Relationship with the University Students Contact with their Families in Saudi Arabia

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Abstract Social media an important component of modern people lives of contemporary societies, and on the point of particular young people. The aim of the present research to study the relationship of the use of social media the following social media: WhatsApp, Twitter and Facebook, continuing university students with their families. The sample consisted of students from the Faculty of Social Sciences at the University of Imam Muhammad bin Saud Islamic University in Riyadh, of the four departments' in which the study Bachelor until eighth level, and the total sample 658 students from the departments: psychology, sociology, geography and history. And the used tool of The researcher is composed of three axes: the first axis of public data, and the second axis, means of communication: Includes used of social media and the time you spend with them daily, and the third axis of relationship and social media to communicate with the family: Includes ten phrases dealing with the impact of social media on the continuing student with his family. Extraction was ratified arbitrators and internal consistency, as a way to extract stability, and got good rates. The most important results was : 1) having a negative relationship between the use of statistically significant means of social communication and the relationship of students with their families. 2) the lack of impact on the type of scientific department on social media used. 3) time spent on the means of communication: the time came less than an hour the first rank (37.6%) of WhatsApp, and (54.4%) of Twitter, and (76.5%) for Facebook. 4) in the spread of means was ranked first way WhatsApp in use (93.4%) and then Twitter (46.4%) and Facebook (36.8%). The researcher concluded discussed a set of recommendations derived from the search results.

Keyword Social Media, Facebook, Twitter, Whatsapp, University Students, Saudi Arabia

contemporary societies. The Arab Social Media Report series (1) found that social media devices have an impact on people lives, particularly on freedom of expression, empowerment of youth and women with the skills needed for functioning effectively in their active social life. These devices dominated the behavior of the individuals they played major role in popular civic movements. Statistical data (2) showed that the people registered on Twitter is 645.750000 (01/05/2014) and 135000 added daily. Facebook established before Twitter, and now has 1.310.000000 active participants. WhatsApp has 600.000000 active users .

WhatsApp spreads widely among users and friends daily. It is a useful tool of connecting people with common interests and shared concerns. For this reason, the present research is designed to investigate the impact of social media on university students/families communications and social interactions. .

Das and Sahoo (3) stressed the growing popularity of social networking sites among the Internet users. Turan and et al. (4) collected Data from two large state universities in Turkey to assess why students of high tech do not use social networking websites (Facebook). The data finding showed that students perceived the use of Facebook as waste of time. It might lead to addiction, violate the privacy, and might invoke family concerns. Al Ahmari (5) showed that social networking sites leads to social isolation and create virtual life instead of real life.

Researchers found that most users of the Internet in the wrong way are living two types of life or two characters separate the two:

- Regular personality: and called in the online world outside the network (Off-Line).
- Virtual Personality: called in the online world within the network (On-Line).

2. Definitions

Facebook: (formerly [the facebook]) is an online social networking service headquartered in Menlo Park, California.

1. Introduction

Social media is as active tools of communication in the

Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to their high-school students. Facebook now allows anyone who claims to be at least 13 years old worldwide to become a registered user of the website, although proof is not required (6).

Twitter: is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Twitter Inc. is based in San Francisco and has more than 25 offices around the world. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and in July 2006 the site was launched. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet." In July 2014, Twitter has more than 500 million users, with more than 271 million are active users.(6).

Whats App Messenger: is a proprietary, cross-platform instant messaging subscription service for smartphones and selected feature phones. It uses the internet for communication. In addition to text messaging, users can send messages, images, video, and audio media as well as their location. WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees at Yahoo!. The company is based in Mountain View, California and employs 55 people. As of October 2014, WhatsApp is the most globally popular messaging app more than 600 million users.(6).

Student Communication with his families is defined as: the interaction of university student with his family on daily basis in a positive way.

The aim of the present research is to study the use of Social media (Facebook, Twitter and WhatsApp) as a tool of communication between university students and their families in Saudi Arabia.

3. The Theoretical Framework

Social learning theory is an integrated behavioral and cognitive theories of learning that provides a comprehensive model that includes learning experiences in the real world. This theory developed by Albert Bandura and Walters in 1963 and expanded further in 1977, The key tenets of social

learning theory are as:

- 1) Learning is a *cognitive* process grounded within social context.
- 2) Learning can occur by observing a behavior *and* by observing the consequences of the behavior (vicarious reinforcement).
- 3) Learning involves observation, extraction of information from those observations, and making decisions about the performance of the behavior (observational learning or modeling). Thus, learning can occur without an observable change in behavior.
- 4) Reinforcement plays a role in learning but is not entirely responsible for learning.
- 5) The learner is not a passive recipient of information. Cognition, environment, and behavior influence each other mutually (reciprocal determinism).

Social learning theory draws heavily on the concept of modeling, or learning by observing a behavior. Bandura outlined three types of modeling stimuli:

Live model: in which an actual person is demonstrating the desired behavior.

Verbal instruction: in which an individual describes the desired behavior in detail and instructs the participant in how to engage in the behavior.

Symbolic: in which modeling occurs by means of the media, including movies, television, Internet, literature, and radio. Stimuli can be either real or fictional characters.

Exactly what information is gleaned from observation is influenced by the type of model, as well as a series of cognitive and behavioral processes, including:

Attention is impacted by characteristics of the observer (e.g., perceptual abilities, cognitive abilities, arousal, past performance) and characteristics of the behavior or event (e.g., relevance, novelty, affective valence, and functional value).

Retention: In order to reproduce an observed behavior, observers must be able to remember features of the behavior. Again, this process is influenced by observer characteristics (cognitive capabilities, cognitive rehearsal) and event characteristics (complexity).

Reproduction: To reproduce a behavior, the observer must organize responses in accordance with the model. Observer characteristics affecting reproduction include physical, cognitive capabilities and previous performance

Motivation: The decision to reproduce (or refrain from reproducing) an observed behavior is dependent on the motivations and expectations of the observer, including anticipated consequences and internal standards.

An important factor in social learning theory is the concept of reciprocal determinism. This notion states that just as an individual's behavior is influenced by the environment. The environment is also influenced by the individual behavior. In other words, a person's behavior, environment, and personal qualities all reciprocally influence each other. For example, a child who plays violent video games will most likely influence his peers to play more.

This could lead to violence, which in turn will most likely affect the child's real life and behavior (6).

Previous studies

The Reacher reviewed 14 studies, and the results are:

1) The results showed that the effect or impact of social media on behavior varied between negative and positive effects(7; 8;9;10; 11; 12; 13). The same effect was revealed in the studies carried out by(3;14; 5; 4; 15; 16; 17;18).

2) Most of the studies were carried out in the university campus (3;14; 5; 4; 15; 16; 9; 10; 11 ; 12; 13;18,19). There are two studies addressed the young men and women (7; 17). One study addressed the general people (8).

3) Most studies used questionnaires as a tool of assessment (3; 14;5; 4; 16; 11; 12; 17,18)

4) These studies revealed the followings results:

- a) Facebook is ranked first, Twitter is second (3; 14; 11; 12 ; 17).
- b) Subjects of these studies frequently visited the sites many times daily(3; 15).
- c) Time spend browsing the sites is between 1-3 hours daily (3; 12; 17), and more than 3 hours came second(5; 9; 11; 13).
- d) The use of smart phones to access the sites (5; 4).
- e) The relationship between the real communication and virtual communication (10; 17; 13).
- f) A high percentage of the subjects used social media (17; 11).
- g) The high percentage of the subjects began using social media between 1-3 years ago (11;18).

Research questions

Based on theoretical framework and the results of previous studies, the researcher formulated the following questions for consideration:

The first question: Is there a relationship between the use of social media by the students and the communication with their families?

Second question: How often they use the social media? What Ratio for each one (Facebook, Twitter and WhatsApp)?

Third question: How much time spent in each one?

Fourth question: Are there significant Differences in the use of social media according to Students academic specialties?

Fifth question: Are there significant differences in the use of social media according to their academic level?

Sixth Question: Are there significant differences in the use of social media due living with the parents?

Research Methodology

The researcher used a descriptive approach, which, is suitable for the current research.

Research Tool

The researcher designed a questionnaire for the current research, it consists of three axes:

1) General information

2) Social media: Includes Do you use any of the following social media (Facebook, Twitter, and WhatsApp).

3) The relationship of social media to communicate with family: Includes ten questions.

Validity and reliability: The validity and reliability of the research tool were scientifically acceptable.

Research sample

College Students of social sciences Collage at Imam Muhammad bin Saud Islamic University in Riyadh, has been selected from four scientific departments Psychology, Sociology & Social work, geography, and history. The researcher distributed 1200 copies and 658 copies returned with ratio of 55%.

The most important results were

1) There is a negative relationship between Students use of social media and communication with their families.

2) There is no effect of academic scientific department affiliation on social media uses.

3) Time spent browsing the sites more than 3 hours: (27.5%) for WhatsApp, (18.9%) for Twitter, and for Facebook (5.5%).

4) The results showed that WhatsApp is widely used with a rank of (93.4%), then Twitter (76.4%) and Facebook (36.8%).

4. Conclusion: The Researcher Conclude

1- Due to prove the negative relationship between the use of social media and the relationship of students with their families, the researcher recommends educating young people through lectures and Dialogue professors with them in the halls for the rationalization of the use of such means, and alarm to the rights of the family, including the two parents are great Vhakogahma and should not be a concern about anything do affect those rights.

(62-Due to the lack of effect on the type of scientific departments on the use of contraception because it is not included in their curricula, the researcher recommends the inclusion of these means in a curriculum that is taught to students and explain how to take advantage of them positive, especially in the educational process, and how to avoid Alsabeh effects associated with their use.

(73-Given that nearly a third of the sample (34.9%) spend between an hour to less than three hours in the use of those means a day which is a long time, under the guidance of students researcher recommends reducing the time spent on those means, so as not to drown out other tasks such as communication with the times family or revision of lessons and homework or other than his importance in the life of a student.

84-Because the way Alwats August ranked first in use (93%), the researcher recommends that departments and

professors to take advantage of them in the learning process effective in a positive way.

(95-Find other studies recommend more in-depth and broader in that they contain all disciplines at the university and both sexes to learn more about these methods and their effects, and can be singled out for each way of their own research.

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