Social Work Role in Confronting Negative Anti-social Marketing

A Study Applied to Social Work Students at Ha'il University

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2022

دور الخدمة الاجتماعية في مواجهة التسويق الاجتماعي السلبي المضاد للمجتمع

دراسة مطبقة على طلاب الخدمة الاجتماعية بجامعة حائل

ملخص:

استهدفت الدراسة تحديد واقع الدور الفعلي للخدمة الاجتماعية في مواجهة التسويق الاجتماعي السلبي المضاد للمجتمع، كما سعت إلى التعرف على الإسهامات السلبية لوسائل التواصل الاجتماعي في التسويق الاجتماعي السلبي المضاد للمجتمع، وتحديد الصعوبات التي تحد من فاعلية الخدمة الاجتماعية في بناء دور فعال لمواجهة التسويق الاجتماعي السلبي، ووضع تصور مقترح لإسهامات الخدمة الاجتماعية في بناء تسويق اجتماعي فعال. وتم استخدام الدراسة الوصفية التحليلية لتحقيق الأهداف السابقة، واستخدمت أداة الاستبيان كأداة أساسية للبحث مطبقة على عينة عشوائية حجمها 124 طالب من الذكور الذين يدرسون في جامعة حائل/ قسم العلوم الاجتماعية، وأكدت الدراسة أن أهم أدوار الخدمة الاجتماعية في مواجهة التسويق الاجتماعي المضاد للمجتمع يتمثل في المساهمة بإيجاد وتعلم الدافعية التي تساعد على الترويج للتسويق الاجتماعي، وتفعيل آليات التسويق الاجتماعي في زيادة الوعي الاجتماعي بخطورة الشائعات والأفكار المتطرفة والضارة التي تعتبر ضد اتجاه السلوك المجتمعي، كما تلعب الخدمة الاجتماعية دوراً هاماً في الإمداد بالمعارف والمعلومات والمهارات التي تسمح بالتفريق بين التسويق الإيجابي والسلبي، والترويج للتسويق الإيجابي باعتباره مدخل تعليم اتجاهات التغيير السلوكي اللازم لتوفير الأمن الاجتماعي.

Abstract:

The current descriptive analytical research investigated the actual role of social work in facing negative anti-social marketing and identified the negative contributions of social media to negative anti-social marketing, determining the difficulties that limit the effectiveness of social work in building an operative role to confront negative social marketing. The current research developed a proposed vision for the contributions of social work in building effective social marketing. A questionnaire was administered to a random sample of 124 male students at Ha'il University / Department of Social Science. The current research proved that the most important role of social work in facing anti- social marketing is to provide learning and motivation that promote social marketing, and activate social marketing mechanisms that increase social awareness of the danger of rumors and extremist and harmful ideas which are against the trend of societal behavior. The current study, also, showed the crucial role offered by social work in supplying knowledge, information and skills that allow differentiating between positive and negative marketing, and the promotion of positive marketing as an approach to teaching the trends of behavioral change necessary to provide social security.

Key words: *social work, social Marketing, Role, Confronting Negative Anti.*

Introduction:

Social marketing deals with the social product, which is the offer made by the organization to the target addressees of the social marketing campaign. Frequently, the product is intangible and is represented in a specific behavior that is needed to be changed, disseminated or raised awareness about, or it is a proposed solution to a certain social problem and the necessary procedures to be taken. A social product includes: realizing the dangers of hatred cultures, malice, intolerance and racism. Consequently, behaviors, ideas and products are embedded within the concept of the social product. Therefore, the marketed social product must be understood carefully with all of its dimensions and effects to be marketed for in an attractive and influential manner and show the advantages and benefits of it, and the dangers that may result in case of neglecting or disregarding it (Omer:2020).

Research Problem:

Social marketing originated from the idea that if marketing principles are used to sell a product, certain ideas, attitudes, and behaviors that benefit society can also be marketed. One of the first definitions of social marketing refers to it as "the design and implementation of a program that influences the acceptability of social ideas" (Kotler& Zaltman, 1997). Social marketing is basically the application of different marketing principles and practices that help in social development issues; involving behavioral changes in societies to achieve a better health level and improve the economic situation (Parthasarathy, 2012). It is, also, used to develop activities aimed at maintaining persons' behavior beneficial for society as a whole. It expresses the collective idea of a combination between business marketing and social science to influence behavior in a cost-effective and sustainable manner. (Pai & Srivastava, 2020)

When social marketers focus on changing the behavior of a particular individual, this is called downstream (micro-level) social marketing and when the same behavior or attitude change is aimed at a larger domain/range around the individual, this is called upstream (macro level) social marketing. The action and planning for each of them is quite different because the planning done for social marketing to change the behavior of an individual is less complex than the panning done to change the upstream social marketing. (John, 2019)) On the one side, upstream social marketing targets individuals at the organization, industry or government level, as it offers a way to influence the political judgment of upstream decision makers. On the other side, downstream social marketing focuses on disseminating interventions and campaigns aimed at changing specific behavior related to social problems such as smoking, obesity or AIDS. (Kennedy, Kemper& Parsons,2018)

Social marketing works to establish an awareness security belt around the citizen in order to confront deviations, misleading ideas and hostile propaganda thought misleading the citizen with claims of tolerance, innocence, and call for noble values, but in reality, they include the toxins of deception and misinformation. Positive social marketing may target periodic measurements, at all levels, to show the extent of the psychological impact of negative social marketing campaigns intended to spread cultures of hatred, jealous, racism, abuse and intolerance, and to determine the right path to confront this negative anti-social marketing (http://www.moqatel.com/openshare/Behoth/Askria6/HarbNafsia/sec14.doc_cvt.htm)

Considering social marketing as an approach that seeks to change individuals' daily behaviors in a way that benefits them and leads to widespread positive changes throughout society, the concepts used in social marketing are derived from social science, as well as from traditional marketing and advertising (Ohio University, 2020)

Numerous studies and research within the framework of the social work profession have confirmed that social marketing campaigns have contributed significantly to dealing with many societal and health issues, as they have helped reduce a number of common negative behaviors, such as smoking, drug abuse, excessive obesity and sexual diseases. Additionally, social marketing is used to influence public opinion when adopting social policies that may conflict with what is prevalent and socially accepted (Ross, 2015). Since social marketing focuses on the positive impact of the way people live, it can benefit professionals who are looking for contributing directly to the cultural change of society due to its participation in changing individuals' thinking and behavior ((Ohio University,2020)

One of the directions of social work profession is to bring about a change in the lives of individuals, groups and societies by improving the level of various social care services and programs. Accordingly, social marketing is an instrument available to the social work profession to benefit from and employ properly in order to achieve its objectives. Social work can implement social marketing campaigns through institutions and organizations in which it is practiced, whether governmental or non-governmental; profitable or non- profitable. (Al-Najem, 2016) Social work profession considers social marketing as a modern approach to improve the reality of social care and its multiple services, and as a special strategy that can be used in confronting issues of deviation, corruption, spreading hatred and racism (Bryant, 2005).

Social marketing, within the framework of the social work profession, seeks to achieve positivity. It revolves around facing negative social marketing, which includes promoting rumors and spreading a culture of hatred, intolerance, racism, abnormal and extremist ideas. It includes the following functions (Brennan, 2011):

1- **Education**: One of the goals of social marketing is to teach individuals and groups of society new behaviors or skills required for the implementation of a social program.

2- Awareness: Social marketing strategies can be used to raise awareness of the risks resulting from certain behavioral practices such as domestic violence.

3- Change: changing certain trends and ideas.

Significance of the Research

1- Social marketing is one of the modern models used by the social work profession within social institutions, which contributes to achieving non-profit goals related to the early confrontation of cultures that threaten society.

2- Social marketing seeks to attract the internal and external clients of the institution and gain their support in expanding the circle of citizens' awareness of the attempts that threaten the culture of society such as extremism, violence, terrorism, negativity and irresponsibility.

3- The profession of social work has been working lately on expanding the circle of issues it deals with to include achieving security and social peace, confronting cultural disturbances and the fragility of some of the values that threaten society.

4- Actually, global and local concerns deal with issues of terrorism, national security and the preservation of regional borders. The issue of confronting negative anti-social marketing is, also, one of these global and local concerns and priorities.

5- Lack of research and studies that dealt with the role of social work in confronting negative anti- social marketing carried out by some international and local institutions, and some individuals who have hatred towards society.

Aims of the Research:

The current research tackles the following aims:

1- Determining the reality of the actual role of social work in confronting negative anti-social marketing.

2- Recognizing the negative contributions of social media to negative anti-social marketing.

3- Determining the difficulties that limit the effectiveness of social work in building an effective role to confront negative anti-social marketing.

4- Proposing a vision of social work contributions in building effective social marketing, which is against negative anti-social, and anti- cultural marketing.

Questions of the Research:

The questions of the current research are the following:

1- What is the nature of social work actual contributions in confronting anti-social marketing?

2- How does social media contribute to negative anti-social marketing?

3- What are the social media that contribute to negative anti-social marketing?

4- What tactics do social media use in negative anti-social marketing?

5- What are the difficulties that limit the effectiveness of social work in building an effective role to confront negative anti-social marketing?

6- What is the proposed vision of social work contribution in building effective social marketing against negative anti-social and anti- cultural marketing?

Previous Literature:

Mitchell (2019) tackled the concept of social marketing in social institutions and aimed at reaching a deeper understanding of the social marketing role in these institutions. Results showed that social marketing is a trend that corresponds with the social goal of the social institution, as marketing is a useful strategic tool to achieve the economic development the institution seeks, and that social marketing has a prominent role in bringing about social change and achieving the social goals sought by institutions. However, social marketing in these institutions is not used in the right way due to practitioners' insufficient knowledge on how to properly use it.

Nagy (2002) identified how to implement the service marketing strategy in voluntary organizations in Cairo and Giza. The results of the study showed that the social worker possesses the skills of professional practice that can help voluntary organizations develop social marketing `of their activities and programs (Nagy, 2002)

Rashwan (2009) identified the most important institutional requirements needed for NGOs in order to achieve the objectives of social marketing. Rashwan (2009) explained that the institutions are facing difficulties represented in the weakness of institutional structure, and the lack of resources and financial capabilities, in addition

to the lack of investment in social marketing mechanisms in institutions and the lack of financial support they need to achieve the programs and projects they seek to.

Kennedy and Parsons(2012) showed that the use of social marketing on a large or unit scale by governments is most effective when accompanied with other interventions such as regulation, legislation, tax reform, community mobilization, research, financing, and education, and when government takes a systemic approach to societal change, as is the case with Canadian Anti-Smoking campaign, this is a positive use of social marketing and social engineering.

Tawfik (2015) determined the reality and nature of achieving self-marketing in social institutions, and the most important requirements for the professional preparation of a social worker to perform his role as a marketer. The selected sample were (127) active social workers. The study confirmed that social marketing is one of the vital areas in social institutions and achieving the goals it seeks is a necessity for any organization. The study, also, showed that social marketing has a role in the success or failure of various projects in social institutions as it supports the groups that the institution tries to improve their living conditions.

Genkis (2017) handled the strategic planning of social work marketing. Findings revealed that the services provided by practitioners to social work though sometimes of little use are important, and it is possible to support, enhance and market these services and programs and introduce their importance and the goals they are based on and seek to achieve. In addition, marketing techniques may be effective in the non-profit sector institutions because of their role in helping these institutions deliver their services and programs to the largest possible strata of the population in society.

El- Dubai (2017) identified the role offered by social marketing and its relationship to making sustainable social change in the third sector (service sector), especially service institutions that do not aim at making a profit. The study indicated that social marketing, as the latest marketing trend, has a prominent role towards the beneficiaries of institutions services, since it studies and understands their behavior in order to help identify their needs and then achieve their desired satisfaction.

Sadiq (2015) studied social marketing ability to increase the competitiveness of voluntary social organizations (charity). The study sample consisted of (144) workers in organizations in addition to (31) members of the board of directors in the same organizations under study. The study emphasized the importance of charitable social organizations in serving the community and confronting and dealing with some of its problems and issues. The study showed, also, a relationship existing between social marketing and increasing competitiveness of social organizations, which helps achieve clients' and beneficiaries' satisfaction, develop and improve the quality of life, and determine the priorities and needs of the beneficiaries and how to satisfy them.

Abdel-Jalil (2020) clarified the need for the social worker to be a skillful social marketer who is responsible for social marketing within the institution, as this skill helps in the effectiveness of social care programs for the disabled female, because they are more directed to the market. Moreover, the study stressed the ability of social institutions to socially market the products of the physically disabled females.

Karnani (2017) identified the role of marketing in alleviating poverty. Results were that social marketing has a role in providing these poor people with the services

they need by promoting their capabilities and potentials to become productive individuals, rather than consuming individuals in society, helping them achieve well-being.

Kinsey (2020) studied the main obstacles facing social marketing in achieving its goals to confront anti- social culture. The lack of understanding of the field of social marketing is considered the most important obstacle that hinders the achievement of its goals. The failure to determine the role that can contribute to achieve social change and the inability to achieve its goals and its unclarity and ambiguity are obstacles that limit the social marketing contributions to confronting anti-social and anti-cultural campaigns.

Al-Najem (2015) identified the importance and objectives of social marketing in the social work profession, and determined the steps for planning and implementing social marketing campaigns. The study stated that social welfare programs have become more developed and sophisticated at the present time, and begun to use the concept of social marketing as it is based on an intentional change in the values, ideas and behaviors of members of the community or the target group. Findings revealed that there are several difficulties and obstacles facing social marketing, especially in Arab societies, which prevent benefiting from social marketing as a concept and strategy in changing reality and reduce the ration of marketing. There are, also, obstacles facing marketing in charitable organizations and reducing the percentage of marketing in them. The study stressed the need to overcome these obstacles and activate social marketing.

Commentary on Previous Studies

It is noted from the above mentioned that, all previous studies agree on the importance of using positive social marketing as one of the modern approaches in the field of social work due to achievement of effective positive results, its ability to positively confront all the variables that change the shape of societal culture and reverse it into an anti-social culture.

Also, most of the previous studies dealt with the concepts and strategies used in marketing, marketing requirements, some roles in marketing and some of the conditions and cases in which social marketing operates. However, they did not deal closely with the role of social marketing in the effective confrontation of any of the issues or variables associated with it.

Concepts of the Current Research:

The current research includes the following concepts:
1-Social marketing. 2-social marketing for anti-social ideas. 3-The role.

Below is a detailed presentation of these concepts:

Marketing is a social and administrative process through which individuals and groups obtain their needs and requirements by creating, providing and exchanging products of value, whether they are goods or services from others.

It is a complex process, as it seeks to achieve the objectives of the organization through planning, organizing, directing, following up and mentoring its marketing activities. It also includes the process of linking the services provided by the organization to the needs of customers and thus finding those who benefit from them.

Linguistically, marketing can be defined as “shop that is sell and buy that is the position to which merchandise and goods are brought for sale" with the meaning of the market demand for goods and services. (Arabic Language Academy, 1989:264)

Social marketing can be defined as: “It is the process of marketing ideas that aim at changing behavior using techniques and marketing methods, and cooperating with decision-makers, professionals and interested persons through programs seeking for societal change" (Al-Zoubi,2016)

Furthermore, it is defined as: “ it aims to present and promote data, information and ideas with the intention of affecting society, depending on some of the methods used in marketing goods and merchandise, utilizing personal mass communication” (Zamoom,2015)

Social Marketing is, also, defined as: “It is the process that applies the principles and methods of marketing to add and create some kind of communication and value in order to influence the behaviors of the target clients that benefit society, in terms of public health, safety, environment, and communities, as well as benefiting target addressees” (Kotler & lee, 2009)

In addition, it is “the use of marketing concepts by public and not-for-profit organizations to promote Socially useful ideas and issues. (Balih,2017 (It is also “a process of marketing ideas and proposals that aims at changing behavior voluntarily, using marketing techniques and methods directed to the society, and cooperation with decision-makers, professionals and interested persons ,through programs that seek to bring about behavioral changes at the individual and society levels. (Al- Alaq,2011)

Out of what previously stated, the operational definition of social marketing in the current research can be identified as follows:

1-It aims at promoting ideas, services or values.

2- It has an influence on shaping the behavior of individuals and groups in society.

3- It is an integrated system of sub-activities.

4- It is a dynamic activity with social and economic dimensions.

5- It aims mainly at achieving the objectives of the institution.

6- It seeks to achieve a positive change in society, through its impact on the point of view of individuals and groups on the one hand, and changing their behavior towards a specific object on the other hand.

7- It is an important means of bringing about development in society.

8- It includes a carefully designed and cautiously directed process.

9- It refers to material goods and intangible ideas.

10- Non-profit organizations can practice marketing along with For-profit organizations.

11- It is useful in the exchange of relations between the marketer and the customers who benefit from this marketing, as it is based on the exchange of benefits between two parties in a way that helps satisfy their needs.

12- It is an important means of bringing about development in society.

13- It is the means that aims at preparing targeted social programs that seek to bring about social change in society.

2- The Concept of Social Marketing for Anti-social Ideas

Social ideas marketing is the design and implementation of programs, specifically, intended for individuals to accept a particular social idea or issue (Stoner,1990). The social idea is an intangible mental activity that cannot be stored physically, even if it is able to remain in the individual's mind for a longer time. Also, the social idea is directly related to its provider and the extent of its acceptance or rejection is largely related to the degree of faith and trust in the source, which is often a non-profit social organization. Simultaneously, it is not possible to reach a model or a physical measure of the extent of the success or failure of the social idea. The elements of the social marketing process include the following:

1-1New Idea: Any new idea, pattern, or behavior that is quantitatively and qualitatively different from the ideas or patterns of behavior that already exist.

2**Communication**: The process of spreading the new idea involves the emergence of idea out of its source for the target addresses to use or adopt.

3- **The social structure of the environment:** the process of spreading the new idea is affected by the social structure, i.e. the prevailing and common pattern or behavior that must be studied, because it may hinder the spread of the new idea, or it may be so developed that it contributes to encouraging the embrace of the new idea.

4- **Time**: the adoption of the idea is a mental process that the person goes through from the moment of hearing the new idea until the stage of its final adoption and it is affected by several factors, including:

-The type, nature and distinguished characteristics of the idea.

- The nature of the society in which the idea spreads.

-The stages that the idea passes through in the mind of the individual, as the individual does not adopt the idea quickly through the stages through which the adoption process of the new idea passes (Rogers,12). Accordingly, an operational procedural definition of the marketing of anti-social ideas can be developed:

1- They are ideas that are improper to the culture of the society in terms of customs, traditions and conventions.

2- Ideas that include hatred, racism, sadism, intolerance, violence and rumors.

3- They are marketed through professional organizations or social media platforms.

4- They serve a certain group that does not believe in the philosophy of the state or society and unwelcome change.

5- They are promoted through mechanisms.

3- Concept of the Role

Linguistically, the role is defined as: “Two things that depend on each other and have the plural noun of roles" (The Arabic Language Academy:).

It is defined as: “The pattern of behavior that the group expects and requires from an individual who has a certain position in it, and it is a behavior that distinguishes an individual from others who occupy different positions (Rashwan& Al-Qarni, 2013).

The role is also defined as: "It is the beliefs, conducts, attitudes and patterns of behavior that are associated with a certain status or position" (Harris& White, 2013).

Social Work Dictionary defines it as "a set of expectations and obligations that require acting in a certain way, according to one's social status or position" (Pierson& Thomas, 2010).

The role represents the following:

1- A group of behaviors and actions that are related to a specific position or job occupied by an individual or a group of individuals in society.

2- The set of duties and requirements necessitated by a certain position, in order to achieve the goals sought by this position.

3- The set of behaviors associated with a particular position, which is required to be carried out by the individual who occupies this position, in order to help him perform his role in a proper manner.

The role is defined operationally in the current research as:

1-The professional responsibilities of the social worker who represents and practices the profession of social work in confronting social marketing of anti-social ideas.

2-Determining priorities and objectives for the practice of this role.

3-Social worker's participation with the work team in defining the objectives and strategies of the plan that can be followed in the effective confrontation of the social marketing of anti-social ideas.

4- Deciphering these strategies into mechanisms that facilitate the effective confrontation of anti-social ideas.

Theoretical Guidelines:

Containment Theory:

The current research adopts the assumptions of Walter Rechless's Containment Theory, which is concerned with the existence of two forces that contain one another, or absorb the negative effects of each other, which applies to the current research; assuming the existence of positive social marketing in which social work has a role, and the existence of negative marketing against society. Positive marketing tries to absorb the effects of negative marketing, confront it to limit the effects of this negative marketing on the culture of the society that may be deceived by.

This theory tends to reveal the nature of the relations between the two conflicting forces and the sequence of changes in these relations, which means studying the confrontation between positive and negative marketing, the development of the relationship between them, the points of victory for one over the other, or weaknesses that may face one of the two forces as a result of pressure of the other.

Social Marketing System:

The idea of social marketing centers around the transfer of marketing expertise and strategies from the for-profit sector to the non-profit sector. This term was first introduced in 1996 and spread in the field of marketing work usually associated with the process of commercial exchange to include social exchange as well. Marketing can contribute to raising the success rate of every exchange process (Al-Zawadi, 2013). Social marketing goes beyond just spreading awareness or information or creating a good impression, all of this can be achieved through a public relations

campaign and the publication of awareness advertisements. Social marketing achieves a more important goal related to changing behavior and bringing about a tangible change in the target customers.

Social marketing primarily not only targets the needs and desires of the customer and is keen to satisfy them, but also it also helps the organization to achieve its goals. This is one of the modern trends that works to identify the needs of community members and identify the target customers, and satisfy these needs in accordance with the capabilities of the community (Abdel-Jalil,2020). The role of social marketing is presented as follows (Ali, 2012):

1- Cognitive role: It is the role offered by social marketing to provide a set of information, knowledge and ideas about the social product to be marketed, and it helps the customers to form an idea about social phenomena and issues in society.

2- Guiding role: It represents the basis that social marketing seeks to achieve, as the process of change is linked to directing the target groups' behavior according to certain social values.

3- Interactive role: It helps to understand and address community issues, by knowing the factors affecting them. Social marketing provides interaction, communication and discussion among all social groups.

4- **Value role:** Social marketing has the ability to instill some values that serve community issues and contribute to bringing about the positive changes they require.

There are several principles on which social marketing is based during its application with different groups, the most important of which are (Kotler, 2009)

1- Recognizing that changing behavior is usually voluntary.

2- Influence and target market selection.

3- Realizing that the beneficiaries of marketing are individuals, groups or all society.

4- Focus on behavior.

Social marketing passes through many stages as follows (Gordon& laws McDermott, 2006)):

1- Identifying the needs of the target customers.

2- Evaluation stage.

3- Planning stage.

4- Implementation stage.

5- The means or method with which the service (product) is provided.

6- knowing the competitors of providing the service.

7- Selection stage.

8- Evaluating the effectiveness of the marketing program.

Social marketing helps improve the mental image of social institutions and extends the mental image into dealing with societal issues, including confronting anti-social marketing. Actually, marketing helps in achieving the following (Eleanor, Andresen,2002)

1- Supporting the programs and activities of the institution in which they are practiced and increasing the institution resources.

2- Marketing performs a role in the survival of the institution and ensuring its continuity to provide its role and services that are appropriate beneficiary individuals.

3-Social marketing has a role in increasing the institution ability to satisfy the needs of its customers, which in turn, increases their loyalty to the institution.

4- Marketing has an impact on increasing the quality of organizations.

5-Marketing works to find a number of effective communication channels in institutions that will solve the problems facing the beneficiaries in a better way.

Methodological Procedures:

Research Design: The current descriptive and analytical research aimed at identifying the role of social work in confronting negative anti-social marketing from the point of view of social work students at Hail University.

Research Sample: A sample social survey was used with students of social work who were about to graduate from the university.

Research Population: The research population consisted of a sample of (124) male social work students during the academic year (2020/2021), who were selected by a random sampling from Hail University.

Research Instruments: To achieve the aims of the current research, a questionnaire (the basic instrument for research) was designed on the role of social work in confronting negative anti-social marketing, After reviewing many previous studies related to social marketing in general, and negative social marketing in particular, as well as referring to the views of (14) experts and university professors in Hail University, the questionnaire consisted of the following criteria:

1- Preliminary data.

2- The concept of negative social marketing from students' point of view.

3- Social media contributions to negative social marketing.

4- The means used by social media platforms for negative social marketing.

5- The type of social media platforms that most contribute to negative anti-social social marketing.

6- The mechanisms and techniques used by social media platforms in negative anti-social marketing.

7- The role of social work in confronting negative social marketing.

8- Suggested roles for social work in building and designing effective social marketing against negative anti-social marketing.

In order to achieve the external validity of the questionnaire, it was presented to several professional jurors of faculty members at Hail University, for judging the appropriateness of its items with regard to their number and the extent of their representation for the role of social work in facing negative marketing from the students' point of view. Pearson correlation coefficient measurement of the external validity of the questionnaire was 97.9%, which was statistically significance at (0.05), which indicated that the questionnaire had a high degree of validity.

In order to ensure the reliability of the questionnaire, the reliability coefficient was calculated through the test- retest method, where the questionnaire was re-applied after two weeks on a pilot sample consisting of (16) students from the

Department of Social Work at Hail University, and then the calculated Pearson correlation coefficient of the reliability was 89.8%, and the "Cronbach Alpha" coefficient was also calculated to ensure the questionnaire reliability by the method of internal consistency, and 91.5%, which indicated a high degree of reliability. The questionnaire was online due to the Covid-19 crisis, the sample consisted of (124) social work students in the academic year (2020) to (2021), and results were extracted by analyzing the answers for the questionnaire.

Examples of Significant Tables:

Table (1) the nature of the actual role of social work in confronting negative social marketing

n	Items	Yes	To some extent	No	Sum	Weighted Average	Arrangement
1	Promoting the positive concept of social marketing and the most important recent trends associated with it!	74	30	20	302	2.43	5
2	Contributing to providing and learning motivation that helps promote positive marketing	85	24	15	318	2.56	1
3	Activating social marketing mechanisms to increase social awareness of the danger of rumors and misleading ideas	86	20	18	316	2.54	2
4	Changing the culture of negative feedback and giving people positive feedback patterns	75	25	24	299	2.41	6
5	Providing the knowledge and information that allow differentiating between positive and negative marketing	78	25	21	305	2.45	3
6	Promoting positive	77	25	22	303	2.44	4

	marketing as a method to teaching the approaches of behavioral change necessary to provide social security						
7	Its role in facing the obstacles that limit the effectiveness of social marketing	67	29	28	287	2.31	9
8	Its role in correcting the mental image of social marketing in social institutions	70	31	23	295	2.37	7
9	Strengthening the institutional building and increasing its resources and capabilities to confront the anti-social culture	86	20	18	316	2.54	2
10	Increasing the resources allocated to social marketing within organizations	70	27	27	291	2.34	8
11	Collaborating with the work team to achieve marketing goals	68	34	22	294	2.37	7
12	Providing organizations with social marketing expertise	68	35	21	295	2.37	7

The previous table shows the importance of the role of social work in achieving the goals of social marketing, in general, and its importance in achieving the goals of social marketing related to confronting negative anti- social marketing, which is against the culture of society, in particular.

Table (2): The negative contributions of social media and its negative role in anti-social marketing and its culture

n	Items	YES	To some extent	No	Sum	Weighted Average	Arrangement
1	Publishing misleading materials and information that question the statistics of society progress in any field or achieving a goal	70	31	23	295	2.37	5
2	Spreading the culture of hatred, persecution and racism among people.	84	20	20	312	2.51	3
3	Spreading the culture of truth and suspicion for the symbols and elite of society.	75	21	28	295	2.37	5
4	Spreading a misleading culture that contradicts the culture of society.	64	18	42	270	2.17	6
5	Constant questioning of all societal achievements and sincere efforts for the progress of society.	81	30	13	316	2.54	2
6	Constant questioning of praiseworthy values and habits and the necessity to replace them with others.	61	18	45	264	2.12	7
7	Spreading and promoting rumors.	86	23	15	319	2.57	1
8	Building, creating and disseminating a negative mental image of every effort and tangible progress	76	30	18	306	2.46	4

The previous table shows the multiplicity of sources used by negative social marketing which is against the culture of society. This necessitates the need for concerted efforts to confront it due to the greed associated with the multiplicity of its sources, for the possibility of controlling all of these sources.

Table (3) the difficulties facing social work in achieving marketing objectives

n	Items	Yes	To some Extent	No	Sum	Weighted Average	Arrangement
1	The inability of the profession to achieve all the objectives of social marketing represented in: education, awareness, change, organization, defense, pressure and sustainability.	60	37	27	281	2.26	8
2	The difficulty of training on social marketing skills	76	34	21	296	2.38	5
3	The difficulty of using social marketing strategies	77	25	22	303	2.44	4
4	The difficulty of convincing the crowds of the importance of integration, coordination and networking between more than one types of social marketing.	80	21	23	305	2.45	3
5	Utilizing traditional methods of social marketing such as advertisements, lectures, or commissions.	86	20	18	316	2.54	1
6	The lack and weakness of legislation and laws that support the organization of marketing campaigns or expand the scope of social marketing.	80	23	21	307	2.47	2
7	The difficulty of using social marketing techniques.	78	25	21	305	2.45	3
8	The difficulty of adding the scientific material to social marketing within the framework of the profession's curricula.	67	29	28	287	2.31	6
9	The scarcity of social marketing professionals within the profession.	65	32	27	286	2.30	7

The previous table shows that there are a number of difficulties that impede social work from exercising its vital role in the field of social marketing in order to be qualified to confront negative social marketing which is against the culture of society.

Discussions of Results

1- **Answering the first question related to the nature of the reality of social work contributions in the confrontation of anti-social marketing**. Results revealed that social work contributed to providing and learning motivation in social institutions, which helped promote positive marketing that confronted anti- social negative marketing of some parties, groups, organizations. Positive marketing created new non-compromising behaviors among employees of organizations who tried to implement these behaviors outside the scope of the

organization with weighted average (2.56). Moreover, the research revealed the crucial role of social work in activating social marketing mechanisms and increasing societal awareness of the danger of rumors and misguided, fanatic and extremist ideas that filled social media platforms and many extremist media with weighted average (2.54). Furthermore, social work had an important role in strengthening institutional structure and increasing its resources, capabilities and income to confront the counterculture of the community, which some are trying to promote and disseminate through social institutions, with weighted average (2.54). Social work, also, offered a role in changing the culture of negative feedback and providing people with integrated and extensive information that allows them to acquire behavior patterns related to positive feedback and the effective confrontation of the anti-social culture with weighted average (2.41). Additionally, social work provided people inside and outside institutions and social organizations with knowledge, information and experiences that allowed them to differentiate and distinguish between positive marketing that supports the community, and negative marketing that is anti-social through objective criteria that explained the application of this distinction with the largest balance of quality with weighted average (2.45).

The study, also, confirmed the importance of the role of social work in promoting positive marketing as a method of teaching the approaches to behavioral change necessary to provide social security with weighted average (2.44). In addition, the social work profession uses its multiple mechanisms to promote the well- understanding and effective- learning of correct, positive concept of social marketing and an explanation and statement of the most important modern trends associated with modern European schools to make the idea of choices and priorities existing among social marketing workers and spreads these ideas among clients from the general public outside the institutional framework with weighted average (2.43)

2- Answering the question related to the negative contributions of social media or their negative role in anti-social and anti- cultural marketing . Results showed what social media platforms could do in promoting anti-social and ant- cultural thought as follows:

a- Spreading and promoting rumors with weighted average (2.57).

b- Spreading a culture of hatred, persecution and racism among people with weighted average (2.51).

c-Constant questioning of all societal achievements and sincere efforts for the progress of society with weighted average (2.54).

d- Spreading a culture of watching and suspiciousness about the symbols and elites of society in the economic, cultural, social and political fields with weighted average (2.37).

e - Building and dissemination of a negative mental image of every tangible effort and progress with weighted average (2.46).

f- Publishing misleading materials and information that question the international or local statistics related to achieving any long-term or short-term goals of society with weighted average (2.37).

g- The constant questioning of the values and habits that are admirable by society and requiring replacing them with others with weighted average (2.12).

h - Spreading a misleading culture that contradicts the culture of society with weighted average (2.17)

3- Answering the third question related to the difficulties that limit the effectiveness of social work in building an effective role to confront negative anti-social marketing. Results indicated that these difficulties are represented in: the use of traditional methods that have no innovation in managing social marketing initiatives or campaigns, such as advertisements, traditional lectures, or committees with weighted average (2.54), the difficulty of convincing the customers with the importance of integration and networking between more than one type of social marketing with a weighted average (2.45), the lack and weakness of legislation and laws that support organizing marketing campaigns or expand the scope of social marketing with weighted average(2.47), the inability of the profession to achieve all the goals of social marketing represented in: education, awareness, change, organization, defense, stress and sustainability with weighted average (2.26). The profession, also, faces professional difficulties such as the difficulty of training on social marketing skills with weighted average (2.38), the difficulty of using social marketing strategies with weighted average (2.44), the difficulty of using social marketing techniques with weight average (2.45), the difficulty of adding the scientific material to social marketing in the context of the social work profession curricula with weighted average (2.31), and the scarcity of professionals in the field of social marketing within the social work profession with weighted average(2.30(

Recommendations

1- Social work's rehabilitation of individuals and groups to achieve the goals of social marketing represented in: education with teaching individuals and groups new behaviors or new skills needed by marketing, providing awareness of the risks resulting from certain behaviors, change in certain attitudes and ideas, organization of marketing campaigns, defense through organizing marketing campaigns in order to defend a particular issue, pressure with implementing pressure strategies about some topics, sustainability which means achieving continuity of programs and services. The role of social work should not be limited to a specific marketing type, such as its contentment with working within the framework of responsive social marketing, proactive social marketing only, or innovative social marketing. However, its role should be comprehensive for all the above- mentioned types of marketing.

1- Social marketing should be arranged in issues related to the confrontation of anti-social marketing using the scientific method based on interrelated sequential steps and processes as follows:

a - The campaign planning stage.

b- the implementation stage.

c - the evaluation stage.

2- The social worker must be aware of all the skills used in social marketing, which are:

a- Skill of perceiving human behavior and its relationship to the social environment.

b- Negotiation skill.

c- Skill of influencing others.

d- Skill of understanding the concept of social marketing and the evolution of this concept.

e- Skill of applying theories related to marketing.

f- Skill of using social marketing strategies.

g- Skill of using the principles of social marketing.

h- Skill of understanding the philosophy of social marketing.

i- Skill of practicing social marketing processes and steps.

j- Skill of preparing social marketing research.

k- Skill of understanding the integrated elements of social marketing.

l- Skill of applying the stages of preparing and implementing social marketing plans and campaigns.

m- Teamwork skill.

3- The need to encourage conducting scientific and field research and studies of social marketing within the framework of the social work profession in general, and studies related to the capability of positive social marketing to confront negative anti- social marketing which is against the culture of society.

4- The necessity of preparing training and updating courses for social workers to acquire social marketing skills and familiarity with the components and elements of marketing, and to have the ability to use social marketing strategies, techniques and operations.

5- Training social workers on the idea of social networking for institutions that conduct marketing campaigns with the aim of countering extremist ideology that market itself through social media platforms.

6- Choosing effective models for social marketing and the necessity of training social workers on them.

7- Integrating social marketing within the framework of social work obligatory courses.

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