

GRATIFICATIONS OF USING FACEBOOK FOR UNIVERSITY STUDENTS – A FIELD STUDY

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Abstract:

The world today is experiencing a technological revolution with multiple dimensions, especially in the field of the Internet, which has become a necessity for many people. A revolution that has brought about radical changes in the nature of human communication, it differs from its predecessors in the world of communication, as it has brought many benefits to people, and has been able to transcend various barriers, values and norms, without real (actual) oversight of its content, especially since the person who deals with the Internet relies solely on himself to satisfy his desires and needs by using this interactive communication technology despite the distances involved, the multilingualism and the diversity of cultures.

The research was based on the theory of uses and gratifications as a theoretical framework, using the survey method, and the number of simple random sample vocabulary was (280) items.

This research aims to identify the motives behind the use of Facebook, the nature of gratifications achieved by university students in using it, the groups in which sample members participate, and the methods that determine their choice of groups.

The research found that more than two-thirds of the sample used Facebook for the purposes of increasing scientific knowledge and cultural information and keeping abreast of current events. The use of Facebook among students accords satisfaction from obtaining useful information and in applying the newly acquired knowledge. Moreover,

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the vast majority of respondents participate in cognitive and cultural groups while using Facebook.

Keywords: Facebook, Gratifications, Motivations, Social Media Platforms, Social Relations, university students, uses,

Introduction:

Internet technology has caused a sensation in the media circles, and it is a revolution that differs from its preceding communication revolutions due to its combination of multiple technologies, which were able to overcome geographical and temporal barriers. What distinguishes Internet technology from other communication and information technologies is that a person relies on himself to access the sources of information he wants. Among its advantages is that it requires the interaction and participation of its consumers as one of the important foundations of its usage, causing numerous discussions and dialogues among workers in the media and the scientific community.

The principles of liberal theory have become less important than the freedom of communication through the Internet, and the importance of social responsibility in communication has emerged, which can no longer be controlled or framed in any way. People talk about electronic governments, and the Internet has transformed mass communication means into a personal and direct means of communication, through which people exchange pictures, video clips, experiences, cultures, and even have direct telephone contact with each other without any embarrassment or mediators.

It has also become a necessity for many people to have their social communication online, that is, through the Internet. People, because of their social nature, love to share ideas, news, and exchange pictures and files with others, and the development of the Internet appears to have met that need to participate in the so-called social networking sites and communication applications (Qudah (A), 2019, p. 37).

The Internet has connected millions of people in the world within one network, in an interactive and reciprocal connection with

each other, despite the distances involved, the multilingualism and the diversity of cultures. Thanks to Internet technology, the world has become a cosmic room, rather a handbag, or a modern device that is placed in the palm or pocket, bringing the world to you with the click of a button, and activating an application, through which anyone can transport all aspects of their life into the digital field, and communicate with all corners of the world.

In media circles, those who are afraid of the Internet saw that it would compete with the rest of the mass media, possibly even eliminating it with the passage of time, and the public would go to the Internet, with all its branches, to obtain news, information, advertisements and various sources of knowledge, thereby abandoning other means.

This research deals with the gratifications achieved by students of private universities (students of the Arab Open University - Jordan as a model), from using Facebook, and aims to identify those uses, and the gratifications they achieve from them. This stage is one of the most important stages in the life of students, where a person leaves the family circle and has to make his own daily decisions, and even becomes responsible to a large extent for his future, which will be determined based on the fields of his scientific specializations.

Statement of the problem

The research problem is summarized in identifying the nature of the motives for Jordanian university students' use of social networking sites in general, Facebook in particular, and the quality of the gratifications achieved resulting from these uses.

Rationale

The importance of research stems from several considerations. The most important among them are:

1. The founder of Facebook, Mark Zuckerberg, came up with the idea while he himself was a student at Harvard University, and the site was initially intended only for Harvard students (Qudah (A): 2019, p. 52).

2. The research deals with one of the most important topics, which is the influence of social networking sites such as Facebook.
3. The research deals with an important segment of society, namely university students.

Objectives

The research seeks to achieve several goals. Most notable among them are:

1. Analysing of the motivations behind the use of Facebook by respondents
2. Identifying the gratifications achieved by university students from using Facebook
3. Indicating the needs that the use of Facebook meets
4. Measuring the extent of using the search sample for Facebook
5. Clarifying the goals and services that the sample members expect from their use of Facebook.
6. Recognizing the groups that the sample members participate in and the methods of their selection
7. Understanding the objectives of the sample members for using Facebook in the future.

Research Questions

1. What are the types of motivations behind the respondents' use of Facebook?
2. What is the nature of the gratifications achieved by university students from using Facebook?
3. What needs does the use of Facebook meet?
4. What is the daily and hourly usage of Facebook among the study sample?
5. What is the nature of the goals and services that the respondents expect from their use of Facebook?

6. What are the types of groups that the sample members participate in and the methods of selecting them?
7. What are the aspirations of the respondents regarding the future use of Facebook?

Definition of Terms

1. **Social Media Platforms:** Rheingold defined it as: social gatherings, shared by common interest, formed from separate places around the world, converging and communicating with each other via computer screens, and e-mail, exchanging knowledge with each other, and forming friendships from a far distance, as well as in the real world of interactions; these interactions are carried out through a communication mechanism, which is the Internet; which in turn contributed to the hypothetical movements of formation (Rheingold, Hayward, 1993)
2. **Communication applications:** These are the applications provided by smartphones, which are applications that are downloaded from the Internet on smart phones, which enable the holder of the smartphone to communicate with many people, either individually or collectively, and they are not available to everyone as social media platforms, all the time. (Qudah, A, 2019, p. 123).
3. **Facebook:** Facebook is an electronic social website, an easy-to-use technological platform, launched on February 4, 2004, through which users can join multiple sub-networks, such as: a specific geographic area, a specific school, a particular profession, where a person can do whatever he wants. The name Facebook refers to a paper book that carries pictures and information of individuals in a particular university, or group, and this is a common way to familiarize people with one another, especially in universities and large institutions, where affiliates are browsing these books to learn more about the students present in the same college, or the same institution (Danesi, 2009, p. 117).
4. **Gratifications:** The meaning of gratifications refers to what the public seeks to meet through its use of mass media, that is, the desire to choose media is to satisfy specific needs of the audiences

themselves, because audiences use mass media to achieve their own goals, and they are effective when dealing with mass media, because they know their motives. They use one mass medium over the other, and they know their needs that they strive to achieve. What is meant by gratifications in this research is what university students achieve from their dealings with Facebook. (Abu Khalil, F, 2014)

5. **University student:** This term applies to all students enrolled in universities at all academic levels and from all ages, and is applied in this research to students of the Arab Open University's branch in Jordan.
6. **Social Relations:** It refers to the social relations of university students with their colleagues at the university, and with their community in which they live, by recognizing the effect of using WhatsApp on social relations, as reflected by the research sample.

Theoretical Basis:

The research team adopted the theory of uses and gratifications to find out the motives that prompted university students to use the Facebook site, and to understand the gratifications they achieve from their use of the site. The researchers did not delve much into the details of the theory, given the limited scope of the research.

It is a theory that is concerned with the study of mass communication, it is an organized way, and believes that the masses have a positive role in selecting the messages and content of the media by being selective in dealing with the means that Clapper talked about, and it believes that individual differences and social variation have an impact on the perception of behavior related to the media, and that the public is responsible for its choices of media, and for how this media is used. (Hassan, Emad, Hadid, Sayed, Laila Hussein, 2004, p. 239, Munir Hijab, 2004, p. 584, and Rodman George, 2009).

One of the most important principles of this theory is that it believes that mass media is an active audience, characterized by a positive and interactive, and not a passive audience that receives without power or strength, as the hypodermic injection theory states. Therefore, it chooses the means that it expects to satisfy its desires and

needs and thus, it is able to define its interests and needs. This is an audience that is aware of the motives of its exposure to the media, in line with the values, constants, cultural norms and values prevailing in the societal environment of this audience. Consequently, we see that the various media are competing to satisfy these desires and meet those needs (Tarabishi, Mervat 2006, p. 261).

Literature Review:

1. “Palestinian university students’ use of social networks and achieved gratifications: a field study, Master’s thesis in Media, Islamic University of Gaza 1436-2014. Salah Muhammad Abu Salah (2014)

The study aimed to identify Palestinian university students' uses of social networks and the gratifications achieved, and what motivated university students to use social networks, and the extent of trust in their information. What are the proposals to take advantage of social networks?

The study is part of the descriptive studies, and the researcher used the methodology of survey studies "mass media audience survey" based on the theory of uses and gratifications. He used the survey sheet as the main tool to collect data from the respondents, and the interview as a secondary tool. The study was conducted on a sample of 390 individuals distributed among students of regular Palestinian universities in the Gaza Strip, namely the Islamic University, Al-Azhar University, and Al-Aqsa University on 28-29-30 / 11/2013.

The study found that 90% of the respondents use social networks. The study showed that Facebook is the most used social network at 95% of the sample, followed by YouTube at 59.4%, Google (Plus) at 28.8%, and then Twitter at 27.1%. The need for communicating with colleagues and friends at home and abroad was the main reason for using communication networks, followed by the need for obtaining information and gaining experiences, and then the need for entertainment and leisure.

The study revealed differences in use in favor of males, as well as differences in use in favor of Al-Azhar University students. The

study showed that entertainment topped the topics that the respondents read, at 70.57%, followed by social issues at 62%, and cultural issues at 61.4%. Satisfactions of social interaction topped with a percentage of 33.2%, followed by gratification of monitoring the environment at 27.3%, gratifications of sharing opinion at 23.8%, and finally entertainment gratifications at 20.1%. The study indicated that the level of trust in social networks is moderate, and that social networks have affected the follow-up of other media.

2- Use of Social Media by science students in public universities in southwest Nigeria - Kehinde, F and Adegbilero, I (2016)

The study aimed to investigate the use of communication sites in academic activities by students of public universities in southwestern Nigeria, and the study adopted the descriptive approach, by selecting an intentional sample, from students of three educational institutions. The results showed that two-thirds of the sample individuals use communication sites in order to stay aware of current events and news, followed by leisure and entertainment. The results also showed that the Google search engine is the most scientifically useful network for students, and the most significant obstacles are the lack of an Internet connection, electrical outages, and receiving unwanted messages in that order.

3- The uses of Jordanian university students to enrich the innovations of interactive networks and achieve gratifications - a survey. Walid Muhammad Amsha and Arwa Dhabian (2016)

The study aimed to identify the motives, nature and reasons for the Jordanian university students' preference for interactive communication networks, the richness of these networks, their uses, their preferred comparative advantages, and the stages of adopting these networks in the study sample, in addition to identifying the quality of the gratifications achieved.

In its theoretical framework, the research relied on three theories: uses and gratifications, the spread of innovations, and the richness of the media. The study was based on the survey method, and the study population was represented by students of Jordanian public and private

universities. The research also relied on the questionnaire as a method for collecting data by way of direct correspondence to (450) items. The results of the study showed that the use of various Internet sites occupied a rate of (92.7%), and interactive communication networks came in (90.3%), while television acquired only (48%). Then broadcasting (23.3%); Then newspapers (11.6%). Results showed the effect of the father's educational level, and the social and economic level on the rates of use of these networks. Facebook ranked first in the preference percentage, followed by WhatsApp, and then YouTube. The results also showed that the beginning of the adoption of the use of networks was in 2007, and the intensity of use increased between the years 2011 and 2014.

4- The role of social networks in consolidating the values of citizenship from the point of view of Omani university youth”, Master's thesis in Media, Middle East University: Jordan. Abdullah bin Muhammad Safarar (2017)

The study aimed to achieve several goals, most notably identifying the role of social media networks in consolidating the values of citizenship from the point of view of Omani university youth, identifying the most prominent social networks that have contributed to the consolidation of citizenship values from the viewpoint of Omani university youth, and identifying the most prominent values of citizenship that social networks have contributed to consolidating from the viewpoint of the Omani university youth. The most important questions were:

- What is the role of social networks in consolidating the values of citizenship from the viewpoint of the Omani university youth?
- What are the most prominent social networks that have contributed to the consolidation of citizenship values from the viewpoint of the Omani university youth?
- What are the most prominent values of citizenship that social networks have contributed to consolidating from the viewpoint of the Omani university youth?

The study adopted the descriptive and analytical approach, and the questionnaire tool was used to collect information. The study population consisted of students at Sultan Qaboos University and was formed by selecting a random sample of students. The key results showed that social media networks enhanced the value of brotherhood among citizens, and emphasized national cohesion among members of society, and that social networks were used to promote solidarity, and cooperation and provide assistance to those in need. The results also showed that the social networking sites and communication applications most used among the sample members were Twitter, Facebook, and WhatsApp, respectively, and that social media networks and applications work to promote and consolidate most of the values of citizenship, foremost among which is loyalty and defense of the country, and the right to political participation and election.

5- The impact of the Internet on adolescents in Jordan: a survey study, Master's thesis in Media, Middle East University, Jordan. Jumana Al-Rasheedat (2017)

The questionnaire collected information, and its most prominent objectives were to identify the purpose of adolescents' Internet use, and to identify the benefits that adolescents achieve from using the Internet, and to learn about the role of the family in guiding teenagers in Jordan while using the Internet. Accordingly, the key questions were:

- What is the purpose of using the Internet?
- What is the role of the family in guiding teenagers in Jordan while using the Internet?
- What are the benefits achieved by adolescents in Jordan from using the Internet?

The results of the study showed that the vast majority of adolescents use a (mobile) device to connect to the Internet, and that teenagers resort to using the Internet when they are psychologically comfortable. The study also confirmed that one of the most prominent positive effects and gratifications achieved from adolescents' use of the Internet is the

ability to browse social media, and the results indicated the important role of the family in guiding teenagers while using the Internet.

6 - The Role of Social Media Networks in Disseminating a Culture of Tolerance from the Perspective of Jordanian University Students”, Master Thesis in Media, Middle East University, Jordan. Amira Kokesh (2017)

The study aimed to identify the role that social networks play in spreading terrorism and extremism. The researcher adopted the descriptive survey approach and used the questionnaire tool to collect data from the sample members of Jordanian university students (the research sample). Its main objectives were: to identify the topics of the culture of tolerance presented on social media from the point of view of Jordanian university students, and to identify the tools of the culture of tolerance presented on social networks from the point of view of Jordanian university students, and to recognize the gratifications achieved by the sample researched for this type of publications. The key questions were:

- What are the topics of the culture of tolerance presented on social networks from the point of view of Jordanian university students?
- What are the tools of a culture of tolerance presented on social media from the viewpoint of Jordanian university students?
- What are the satisfactions achieved by the sample studied for this type of publications?

7. "Facebook" and the university student": a descriptive study of uses and gratifications on a sample of students of the Faculty of Humanities and Social Sciences at the University of Jijel in Algeria - a thesis for obtaining a Master's degree in Media and Communication Sciences, Major: Communication and Public Relations. Sarah Feneza and Ruqayya Fiala (2018)

The study aimed to reveal the effect of Facebook on the behavior of the university students, through a study of the uses and gratifications on a sample of students of humanities and social sciences

at the University of Jijel as a study community, and the quota sample was relied upon to conduct the study. This study falls within the descriptive studies, where the descriptive approach was based on the theory of uses and gratifications, and on the questionnaire was used as a tool for collecting data and information, as it was divided into four axes:

The first axis is the motives for university students' use of Facebook, the second is the habits and patterns of university students' use of the Facebook site, the third axis is the nature of the gratifications achieved by university students from using the Facebook site, and the last axis is the effect of using Facebook on university students' behavior, which is what the study sought. The study was conducted on a sample of 120 individuals from the College of Humanities and Social Sciences. The study started with the following main question:

- What is the effect of using Facebook on the behavior of students of the College of Humanities and Social Sciences?

After the field study, analysis and data collection, the study reached a set of results, the most important of which are: students of the College of Humanities and Social Sciences use Facebook to communicate, interact and exchange information and ideas with friends; the use of Facebook by students of the College of Humanities and Social Sciences did not affect their educational level; Facebook achieves social and cultural gratifications for students of the College of Humanities and Social Sciences; using Facebook had a positive effect on the College of Humanities and Social Sciences students by helping them to get various news and exchange information and ideas. The negative effect of using Facebook on students of the College of Humanities and Social Sciences negatively was that it wastes their time and helps them spread lies and rumors.

8- University Youth Dependence on Social Media to Provide Information - Survey Study at Tabuk University / Saudi Arabia, Master's Thesis in Media, Middle East University, Jordan. **Mater Abdullah Hamdi (2018)**

The study aimed to find out the motivations of Saudi youth to use social networking sites, to provide information and news, and to identify the most used social media sites among the sample of Saudi youth. The key questions were:

- What are the motives for Saudi youth to use social networking sites?
- What are the most used social networking sites for Saudi youth?

The researcher relied on the descriptive approach and used the questionnaire as a tool to collect information. The most important results were as follows: first, the main motives for Saudi youth to use social networking sites are entertainment and leisure, and spending leisure time, followed by obtaining information and news, and finally for social relations with friends and relatives; secondly, the nature of information that Saudi youth search for through social networking sites revolves around Saudi society affairs, entertainment news, arts, jokes and entertainment issues, while Saudi youth's interest in political matters came last.

Methodology

The researchers adopted the descriptive survey approach by using the questionnaire as a method for collecting data, which was distributed to the study sample. The importance of the survey method is evident in media research as it is the most practical method for studying some of the problems and phenomena related to man, his attitudes, opinions and points of view, and in his relationship with the media, its means and messages, as it is difficult to use the experimental method, or the historical method in studying the relationship of man with the media (El-Sayed Omar, 2002, p. 214).

Research Type

The research belongs to descriptive research category that aims to describe a phenomenon characterized by permanent change, and to reach accurate results, by analyzing and discussing data and drawing conclusions, in a way that leads to the achievement of the research objectives. Descriptive research is an organized and objective

process concerned with studying conditions, practices, beliefs, opinions, perspectives, values, and trends on a particular topic, phenomenon, or issue, by collecting information and data, and expressing them in a manner that clarifies their characteristics and characteristics in quantity or quality, or in both. Examples of this type of descriptive studies, and descriptive explanatory research that go beyond describing a phenomenon to explaining it, and making conclusions about it are survey studies and content analysis studies (Shaima Zulfiqar Zogheib, 2009, p. 89), and (Manal Mazahra, 2010, pp. 105-134).

Population of the study

It is all the vocabulary that falls within the temporal, or spatial, framework of the problem to be studied. The research community consists of all 3000 students of the Arab Open University, Jordan Branch, in the first semester of the academic year 2020-2021.

The research cannot cover all individuals or the entire study population. This requires great effort, time and material costs; Therefore, it selects a specific sample from this population to study (Mahjoob, 2005, p. 149). Obeidat et al.(2005) do not see a need to study the entire original community (p. 100), so a specific sample is chosen from the community to be studied.

Sample

The sample is that part of the community that is chosen according to scientific rules and methods so that the community is properly represented and studied, and it is the one that the researcher deals with in collecting the data required to do his research, analyzing it and then extracting the results and circulating them to all, so the sample that the researcher chooses can achieve his goals. Many specialists have explained the concept of the sample, its size, types and advantages, and the steps for preparing it (Roger Weimer and Joseph Dominic, 2013: 78), (Sayed Omar,2002:79).

However, there is no definitive answer to the appropriate size of any sample, and the size of the sample is controlled by many considerations that affect this decision (Qudah (B) 2019: 92).

A random sample of students from the Arab Open University, Jordan Branch, was chosen, which is representative of the original community, and the researchers chose it to be an economically, socially, culturally and religiously homogeneous sample consisting of (300) students, that is, 10% of the original community members.

Research Tools

Researchers used a printed questionnaire distributed to the students. The research sample was filled out randomly, then it was retrieved, and its data was counted and analyzed scientifically and accurately.

Research Tool’s Validity:

The apparent validity of the questionnaire was confirmed in its initial form by presenting it to a number of specialized referees, to find out the suitability of the statement to measure what it was set for, and the suitability of the phrase for the dimension to which it belongs, and the researchers took these observations into account when drafting the questionnaire.

Research Tool’s Reliability

The researchers distributed 300 questionnaires to the research sample, and retrieved 290 questionnaires, at a rate of 96.5%. Then the two researchers found that six questionnaires were not suitable for statistical analysis so they were excluded, Thus, the number of questionnaires valid for analysis becomes (284) questionnaires, with a rate of 94.6% of the total distributed questionnaires, and this percentage is very high for the purposes of achieving the research objectives.

Statistical treatment researchers used was the well-known statistical program (SPSS)

Table 1

Cronbach’s alpha scale

Cronbach’s alpha scale	Number of paragraphs	Number of questionnaires
0.81	41	284

Researchers verified the stability of the search tool using the Cronbach’s alpha coefficient, shown in Table 1. It is evident that the result of the stability factor was statistically acceptable, as the reliability coefficient (Cronbach’s alpha) indicates that the search tool has very high stability. The reliability factor of the search tool reached (0.81), which is a very strong parameter making the tool suitable for collecting data related to the search.

Analysis

First: General variables for the research sample:

1. Type: In this part, the two researchers present an analysis of the personal data of the sample members related to the gender of the respondents, as the questionnaire was distributed in very close proportions between males and females, where the percentage of males was 53.3%, and the percentage of females 46.7% of the sample individuals, making the results more accurate, comprehensive and balanced - table 2.

Table 2

Distribution of the research sample according to gender

Gender	Frequency	Ratio
Male	148	%52
Female	136	%48
Total	284	%100

2. Use of the Internet by the individuals of the research sample: distributing the research sample according to internet usage - table 3:

Table 3

Distribution of the research sample according to Internet usage

Internet use	Frequency	Ratio
Female	136	%48

The data in table 3 shows that all members of the research sample use the Internet, which indicates that the results of this research will be realistic.

3. The use of Facebook by individuals of the research sample - table 4

Table 4

Distribution of the research sample according to the use of Facebook

Use Facebook	Frequency	Ratio
Female	136	%48

The data in table 4 shows that all members of the research sample use Facebook and thus it is a focal point in this research.

Second - the underlying motives behind the sample's use of Facebook

Table 5

The underlying motives behind the sample's use of Facebook

The motivations behind using Facebook	Frequency	Ratio
Increasing scientific knowledge the field of study	101	%35.6
Increasing information and cultural inventory	74	%26.1
Communicating with family and relatives for social reasons	43	%15.1
Making new friends and getting rid of anxiety and boredom	40	%14.0
Total	284	%100

More than two-thirds of the sample uses Facebook for the purposes of increasing scientific knowledge, increasing cultural information, and keeping pace with current events, as table 5 shows, with a total percentage of (71.7%), of which 35.6% use it to increase scientific knowledge, and a rate of 26.1% in Increasing information and cultural inventory, and a ratio of 9.2% in following up on news and current events. In return, nearly a third of respondents (29.1%) use it in communicating with family and relatives, and in getting to know new friends to get rid of boredom.

Third - the gratifications achieved by university students from using Facebook

Table 6

The gratifications achieved by university students from using Facebook

The gratifications achieved from using Facebook	Frequency	Ratio
Get useful information	120	%42.3
Follow up on new news	93	%32.7
Know what is happening around	48	%16.9
Know your friends' latest news	23	%8.1
Total	284	%100

Table 6 shows that students achieve the most satisfaction when using Facebook to obtain useful information at 42.3% of the sample. 32.7% of the sample members receive satisfaction from using Facebook to follow up on the news. Likewise, 16.9% of Facebook users feel satisfied with learning about current affairs, and 8.1% in getting news of friends.

Fourth - The needs that are met by the use of Facebook

Table 7

The needs that are met by the use of Facebook

Needs that are met by the use of Facebook	Frequency	Ratio
Access to knowledge and information	205	%72.2
Catharsis and free expression	48	%16.9
Escape from reality	31	%10.9
Total	284	%100

The need to obtain knowledge and information from the use of Facebook came first, as stated by 72.2% of the total sample, followed by the ability to vent and express opinion freely at 16.9%, while escaping from reality is the least needed gratification from the use of Facebook at only 10.9% of the sample, as shown in table 7.

Fifth - The extent of the search sample's use of Facebook

In this part, several aspects of the research will be presented and analyzed regarding the extent to which the participants in the research sample use Facebook, which comparing to their entire use, as shown in table 8.

Table 8

The extent of the search sample's use of Facebook

Number of days spent on using Facebook	Frequency	Ratio
Daily	116	%41.0
Four to six days	94	% 33.0
Two to four days	42	%14.8
Less than 2 days	32	%11.2
Total	284	%100

Table 8 shows that (41%) of the sample members browse Facebook daily, and that the total percentage of those who use Facebook for more than two days exceeds (88.8%) of the sample respondents who browse Facebook more than two days per week. Only (11.2%) of them use it for less than two days a week.

Table 9

Time spent using Facebook	Frequency	Time spent using Facebook Ratio
From two to three hours	112	%39.8
More than three hours	54	%19.0
From one to two hours	95	%33.5
Less than an hour	22	%7.7
Total	284	%100

Table 9 shows that 92.3% of respondents use Facebook more than an hour per day, of whom 39.4% browse Facebook between two to three hours per day, and that 19% of the total research sample browse Facebook for more than 3 hours. On a daily basis, 33.5% of the total research sample browses Facebook from one to two hours per day, while the percentage of those who browse Facebook less than an hour per day is less than 8% of the total sample. This means that the majority of the sample members browse Facebook on a continuous basis, and this inevitably affects the their attainment of education and knowledge.

Sixth - The objectives of the research sample while using Facebook

Table 10

The objectives of the research sample while using Facebook

The most used service on Facebook	Frequency	Ratio
Try new cognitive applications	155	%54.6
Chat with friends and comment on their posts	73	%25.7
Put posts on my page	33	%11.6
Follow up on general news and current events	23	%8.1
Total	284	%100

54.6% of respondents use Facebook for the purposes of trying new knowledge applications, followed by 25.7% of the research sample that use Facebook to chat with friends and comment on their posts; in third place are respondents who use Facebook to add their own posts to their pages at 11.6% and in the last place is the group following up on general news and current events constituting 8.1% of the total sample, as shown in table 10

Seventh - The most preferred service for respondents while using Facebook

Table 11

Facebook services preferred by respondents

Facebook services preferred by research sample	Frequency	Ratio
Chat	124	%43.4
Share photos	75	%26.4
Share Comments	35	%12.3
Share links	30	%10.6
Share videos	20	%7.6
Total	284	%100

Table 11 indicates that chatting is the most important service preferred by the sample members, with a rate of 43.4% of the total sample, followed by picture sharing at 26.4%, comments sharing at 12.3% of the total, link sharing at 10.6%, and finally, video sharing is at the bottom of the list of services preferred by the respondents at 7.3%.

Eighth - How members of the sample select Facebook friends

Table 12

How to choose Facebook friends?

Method for selecting Facebook friends	Frequency	Ratio
Kinship and friendship	180	%63.4
Knowledge and cultural level	52	%18.3
Topics of common interest	35	%12.3
There is no standard	17	%6.0
Total	284	%100

It is noted from the data of table 12 that 63.4% of the total sample members choose Facebook friends from relatives, or friends, followed by the selection rate based on the knowledge and cultural level at 18.3% of the total sample members. In third place are subjects of common interest at 12.3%, and the selection method without a specific criterion came in last place at 6.0% of the research sample.

Ninth - The extent of sample members' participation in Facebook groups

Table 13

Participation of sample members in Facebook groups

Participation percentage of respondents	Frequency	Ratio
Participating in groups	207	%73
Participating in groups	77	%27
Total	284	%100

The majority (three quarters) of the sample members participate in groups while they use Facebook, at 73% of the total sample, and this reflects the true nature of social networking sites that were initially created for communication, while the percentage of non-participants in groups constitutes only 27% of the total individuals. The sample is as shown in table 13.

Tenth- the type of groups in which the sample members participate

Table 14

Types of groups in which the sample members participate

Types of Group	Frequency	Ratio
Cognitive and cultural	140	%49.3
Entertainment	74	%26
Social	37	%13
Political	26	%9.2
Informational	7	%2.5
Total	284	%100

Table 14 shows that nearly half (49.3%) of the sample members use Facebook for cognitive and cultural purposes through cognitive and cultural groups, and then for entertainment reasons at 26% of the total sample members. This also indicates that three quarters of the respondents use Facebook for cognitive and cultural purposes. In third place were social groups at 13% of the total sample members. Political and media issues were not of interest to the research sample, as they formed a total of just 11.7% of the interests of the respondents, of which 9.2% were for political groups, and 2.5% for media groups.

Eleventh - aspirations of the respondents for using Facebook in the future:

Table No. (15)

Aspirations of the respondents for using Facebook in the future

Aspirations of the respondents for using Facebook in the future	Frequency	Ratio
Increase Facebook use	150	%52.8
Reduce Facebook use	71	%25.0
Quit using Facebook	63	%22.2
Total	284	%100

Table 15 provides data on the possibility of individuals using Facebook in the future, and the largest percentage of them expressed a desire to increase the use of Facebook in the future at 52.8%, while a quarter of the respondents expressed their desire to reduce the use of Facebook

(25.0%) and (22.2%) of the respondents confirmed their intention to abstain from using Facebook permanently.

Findings

1. More than two-thirds of the respondents use Facebook for the purposes of increasing scientific knowledge and cultural information, and keeping abreast of current events, with a total percentage of 71.7%.
2. Access to knowledge and information came first for the sample, with a percentage of 72.2% of the total sample respondents wanting it to be met with the use of Facebook.
3. The results showed that 41% of respondents surf the Facebook website daily, and that the total percentage of those who use Facebook more than two days per week exceeds 88.8% of the sample individuals who browse Facebook for more than two days.
4. More than half of the respondents use Facebook to implement new knowledge experiences at 54.6% of the sample.
5. The results show that chatting is the most important service preferred by respondents at 43.4% of the total sample.
6. Individuals in the sample choose Facebook friends from relatives, or mainly friends at 63.4% of the total sample.
7. The vast majority of the sample members participate in groups while they use Facebook, at 73% of the total sample, and this reflects the true nature of social networking sites that were created as a basis for communication.
8. Nearly half of the respondents use Facebook for cognitive and cultural purposes through knowledge and cultural groups at 49.3% of the total sample.
9. The majority of individuals in the research sample, at 52.8%, expressed their desire to increase the use of Facebook in the future
10. The results of the research showed that using Facebook achieves satisfaction in obtaining useful information among 42.3% of the sample members and achieves satisfaction in following up on the latest news in 32.7% of the sample individuals.

Suggestions:

In light of the previous results, the researchers suggest the following to relevant and interested parties:

1. Conducting future studies on other social media sites and their various uses and researching the motives for their uses and the benefits achieved from them.
2. Conducting future studies on communication applications made by smart phones, their various uses, and researching the motives for their uses and the benefits achieved from them.
3. Conducting similar studies on other segments of students, especially high school students, and explaining the negative or positive effects of their use of social media sites and communication applications.
4. Dealing with social networking sites as a reality represented in all societies, and giving them the attention they deserve due to the fact that they are present in every home of the community.
5. Carrying out educational and psychological studies to work on rationalizing the use of these sites in line with the standards and values of society.

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