The Impact of Social Media (Facebook/YouTube) on the Politically Interest of Syrian Students at the Girne American University (GAU)

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Abstract: This work which is entitled “The Impact of Social Media (Facebook/YouTube) on the Political Opinions of Syrians” aimed to report on survey research conducted, which identify the roles that played by the social electronic communication tools as Facebook and YouTube among the Syrian students at the Girne American University (GAU) politically. Moreover, this study aims to answer the following three questions: What impact do Facebook and YouTube have on the Syrian students at the Girne American University (GAU) politically, and what shape does this impact take. Also, dependence of Syrian students on these networks in reading the news. Also, this work has interviewed most of the Syrian students through the survey. This study, demonstrates the appeal that social media can have both positive and negative points in the Syrian students at the University.

Keywords: Syria, Facebook, YouTube, Politics, Electronic Communication

I. Introduction

Social media communication and its electronic communication as Facebook and YouTube have the most impact politically factor in all the countries, as a special case according to the situation in the Middle East situation as in Syria according to this study work, so that the situation in Syria is the most difficult one comparing with the some of the Arabic countries as Libya, Egypt, Palestine and Iraq. In this study, the concentration is around the situation in Syria so that it has the biggest number of refugees, and all European countries are discussing the situation in Syria. Moreover, the special case of this study is the impact of social media (Facebook/YouTube) on the politically interest of Syrian students who are available in the University of Girne American. Launch Now it is broadly identified in both the actual international media as well as academic groups that social media marketing tools did may play a role in the Syrian human population given that 2011, even though there is an array of viewpoint regarding exactly how efficient it absolutely was inside aiding political mobilization. This study begins firstly by supporting the definition of the well-known social media tools as Facebook and YouTube that is supplying all data information on the demographic of Syrian situation in order to provide context and places their use within an evolutionary context in Syria and Arabic countries. Secondly, a consecutive summary will be outlined.

For quite some time the particular press evolution from print to be able to radio stations, to be able to TV set and today on the web media continues to effect bulk thoughts and also awareness. Nonetheless, the actual beginning regarding social media marketing web sites including Myspace, Tweets and also YouTube.com have placed this kind of extremely notion towards the test with some arguing which social media marketing today regulates the actual views, belief and also activities of the majority whoever views were previously shaped by info coming from traditional and also mainstream media homes (Storck, 2011).

The modern web and also the brand new media underpin a chance to create instant communications sounds. Through Myspace, YouTube, Facebook, and a collection of weblogs, the media assertion can easily progress coming from zero to twenty million visitors right away (Goodman, 2011). The virus-like dynamics of this highly sociable, user-driven atmosphere allows total other people for connecting more than typical beliefs, needs or interests as well as together generate invariably winners and also losers. The actual meeting may specifically concentrate on considering just how social networking is facilitating the particular sociable contract among people as well as the state, and also measure the impact it is having on relationships between the state and citizens. Government could very well use social media systems in order to get suggestions about it is procedures and politics activities, although citizens can use exactly the same programs to convey and also vent out their anger, frustrations or perhaps approval regarding whatever measures authorities is doing (Zeitel-Bank et al., 2014). The main difference is if either party views value in the activities from the other. It is also important to note that showing stories in order to the general public and also impacting on perceptions is no longer any sustain of traditional media. The difference continues to be in which social networking due to its not regulated character can disseminate information with no filter, as well as conventional mass media properties offer a lot more evaluation and history to be able to virtually any tale (Emruli et al., 2011). On one side the spread of social media marketing platforms provides an opportunity for improved use of info and a diversity of sources and also opinions.
However, the actual unfiltered distributed of information and opinions by means of social media marketing furthermore comes with a number of hazards and disadvantages (Maurushat, et al., 2014). Because of the insufficient regulations and also standards, misuse within forms of dispersing fake details as well as Rumors, defamation as well as hate talk may scarcely be prevented. On the municipal society top, social media marketing offers relatively become the fresh platform regarding social activism (Baillie, 2012). From all over the world there are documented occasions where political changes have taken place due to so-called social media marketing revolutions, including through the events of What's recently been called the Arab Spring. Whilst social networking sites had been instrumental inside generating as well as facilitating this kind of leaderless cycles they didn't facilitate the particular ingredients regarding helpful options for the way forwards and for the management of the post-revolution problems (Vonderschmit, 2012).

Nonetheless, social media marketing is a space city society may use to engage in any good dialogue within rallying people into motion. Social media will help residents to obtain connected, exchange opinions and ideas, form sites and plan for combined motion. You can argue that by means of quickly Internet as well as social media networks any Electronic civil society has emerged. Successful social media marketing strategies have in the past many years aided raise otherwise disregarded subjects to the community plan and to mobilize assistance and also assets. Social networking additionally provides options with regard to political leaders to bolster their own interaction with the people. State and authority’s institutions can easily for example use on the internet systems in order to share details and to obtain citizens input (BiswaS et al., 2014). Politics connection has had a brand new path using the emergence regarding social networking. Political celebrations and also applicants are able to use social networking to be able to get in touch with the general public also to market themselves and their tips not only in the course of marketing campaign durations. So far, it could be noticed that numerous stakeholders inside the politics ball are not making complete use of these possibilities (Safranek, 2012).

II. Problem of the Study

This field bears the accompanying restrictions:
1- Survey problem areas in the Impact of Social Media (Facebook/YouTube) on the Political Opinions of Syrians.
2- This work is confined by the period that leads off from March till June 2016 depending on the questionnaire form which is available in Appendix A, and the obtained results observed in this field.
3- This work also confirmed by the number of Syrian students available at the GAU.
4- Required software improvement and selecting the obtained results in order to plot the figures with statistical forms pictures suitable with the range of ages.

III. Methodology

The methodology that will be useful for this research is qualitative methods. The researchers use content analysis to analyze the data which would be collected by depending on both primary by collecting documents through online sources and conducting survey and secondary data from academic research, books, journal articles and online resources. Hence, collecting and analyzing data by using a qualitative methodology and content analysis approach will be the research methodology.

IV. Literature Review

Studying the case of using the social media in activating the social movements is started so late. This because of the new technology appeared lately in our countries, while the works with the social media and all collecting the actions appeared almost in the beginning of 1960s in order to prove for all universe its impact as an organizational equipment and the world cannot be without it (Ahmad et al., 2014; Storck, 2011, and Khamis et al., 2013). Unfortunately, the Arabic countries and especially Syria’s situation gave the case for the social media and all news to focus on the Arabic studies especially Syria. Moreover, none showed the social media’s impact on the political opinion of Syrians (Zhang and Lin, 2014). This study reviews supposition in the literature point-of-view at these conditions where Syrian students at the GAU focusing on social media especially Facebook and YouTube as picture of process. The theoretical part of this study is based on the number of Syrian students at GAU as a first part and on the theories which supports the subject, as much as a theoretical discussion. While the second part of this study uses a survey study and mathematical discussion according to the obtained results of the survey about the use of Facebook and YouTube on the political opinions of the Syrians (Dimitrova et al., 2014). The third part, which is the last one, explains and discusses the current approach and obtained results according to the social media which is considered as the most rebellious equipment in the figuration of the social movement (Ekström et al., 2014).

V. Related Work

Storck, (2011) used decided theories of communiqué that were developed lengthy earlier than the arrival of social media, to position its use within a much wider case of conversation, and to provide an explanation for how the inherent characteristics of social networking that made it attractive to the activists in Egypt.
The discussion centered of attention on the revolutions in Egypt, which were extensively distributed and followed by using the worldwide community, and goaled to demonstrate that whilst possessing huge advantage to facilitate and hasten political mobilization, the internet is a deep-rooted controversial drive that will have to now not be treated completely as an editor or exploiter. Sen, (2012) described the internet applications as Facebook, Twitter and YouTube as they made the creation and the exchange between users is simple and easy. As much as described the role of social media in the democratic situation, its power in public sphere and the rise of social opposition though it.

Coulson, (2013) described the reproduction of the social media as Facebook, Twitter and YouTube as the new presentation, powerful communication tools for the political opinions and decision making. Moreover, mentioned that these media are lower in interesting for the purposes of policy compared with the politics and public affairs. Khamis et al., (2013) explained the situation in Egypt and Syria and described it as a non-stopping situation for this must continue with care in watching and describing several actors fighting with each other in order to control the ways for future, as much as how media can be applied in order to achieve different goals. Ahmad et al., (2014) Looked to the users of social media and described its impact on them and the relationship between the objectors especially the Syrian people who are using it. Moreover, prepared a survey contains 30 objectors inside Syria and made a controversial dispute between different views of experts about the case.

Lopes, (2014) hypothesized that That social actions are brought about by way of possibility constructions similar to monetary, institutional, and social contexts of a nation conditioned by using its entry to social media. As much as, social actions should not create through a single variable however rather by using a set of variables that create an interplay effect. Zeitel-Bank et al., (2014) analyzed the serviceable conditions of social media on all, participants and the society as an entire. First, illustrated the current trouble of social media in terms of details and figures before deepen selected bulge of latest varieties of virtual interaction. Moreover, concluded that there is a large variety of diverse interpretations concerning the usefulness of social media as a powerful source of communication and studying. Highlighted the instances for responsible for handling of social media by means of examining a number of benefits and disadvantages.

VI. Dependent Theory

In this study as a politically study and as a special case, the Syrian students at the GAU, the most important communication theory is the dependency theory. So that this theory combines several aspects: firstly, the psychological side, and then secondly, the multi casual parts. Finally, thirdly combination of the uses with the gratifications with the electronic media and its effects traditionally. In this study, this theory includes two parts: First, the user will become more dependent on the media that meets the user needs and supports him/her with more information than other medias. Second, the source of social stabilities. When social change and conflicts are higher than what available in other medias, published institutions, and practices are challenged. This yields to force the user in order to reevaluate and give his/her decision according to the size of information and its truth.

Social Media Information Technology (ICT) : According to the dependent theory, in this study the ICT technology can be defined as the set of information incoming at same time from different sides in microelectronics, computing, telecommunication, and optoelectronics. From what mentioned earlier, social media network (SMN) as a sub of the ICT set, will have a definition as the online tools which supports information and collaboration.

In this section, the most widely used tools will be defined and calculated statistically. Moreover, the situation in the electronic media as Facebook/YouTube in the social media available everywhere, and as a special case of the Syrian students available at the GAU. Also the situation in Syria politically, refugees, countries fight by the discussion in the European countries and the places of the refugees, where they will reside and the financial support, forces the Syrian students at the GAU to be in contact with each other’s and specially with their families by using these medias. In the following sections, the presentations and explanations of the impact factors of these medias on the Syrian students.

Facebook : According to this research study, this tool called Facebook is considered as the main one in the SMN which is launched since 2004 and it was just executable in the United States of America for the students. It was just for limited uses as: status updates of friends, posting comments, personnel messages. Like, search for new contacts, uploading pictures and videos. While the case nowadays is completely changed, according to the statistics done in 2011, there was 800 million active users, where 75% from American citizens, 25% from other countries, and this number is increasing daily as shown in Figure 1. According to this research study, in 2014, the number is 975 million active users, and 55% of this number is in the middle east countries, rest 45% from American citizens.
Overview of Social Media at The GAU: Defining social media, it can be defined as the electronic telecommunication as websites through which users can create communities in order to share pictures, documents, chat, and other contents as videos. This media is started since 2004, where it widely spread in some years ago. Moreover, sometimes it is described as household item, where people are making profiles in Facebook showing that they got more and more connected than before. According to this research study, more than 82% of adults and especially university students use social networking sites. Moreover, this study explored that most used social media is the Facebook, LinkedIn, Twitter, YouTube, and Instagram. While, Facebook users are not considered as only abundant users as much as considerably active users and engaged more than 72% visit Facebook at least one hour per day, even some users cannot wait till they go to their homes, they use their 3G internet in order to visit their accounts in Facebook, some of them which is almost 45% visit their accounts more than one time per day. This study noticed that this usage of social media is increased more and more from the mobile usage of this social networking sites. The reason of this increase is that the huge spread of the smart phones and tablets in the popularity, so that most of the users of these social medias rely on their mobiles in order to access their favorite sites. Taking into consideration that in the last year which is 2015, more than 300 million Facebook users were just mobile users ignoring the personnel computers (PCs) and laptops. According to this research study, more than 86% found in the age range of 17 – 35 years old just Facebook users as shown in Figure 2.

Figure 2 shows that Facebook users is becoming extend increasing in the life of young and adults, also it is so important to understand its disadvantages of this increase. While, the adults even in their works are using Facebook at least one hour per day according to this study.
Motivation for the Use of Social Media in GAU: General speaking, it is so doubtless that social media is substantially famous and mostly popular. Lately, researchers in neuropsychological explained the reason that people are more connected with this social media and the number is increasing rapidly by: self-revelation one could entice in with the social media’s activities by essential reward system of the brain, exactly as the method of powerful primary rewards. As a result, people are motivated in order to use Facebook by two important and main reasons: firstly, self-presentation, and secondly belonging reason, these reasons are helpful by satisfying people’s individual as the need for worth and integrity. In this research study, it is found that most students as MSc and PHD are using social media in order to stay in touch with their families and friends as a special case, the foreign students available in the Turkish Republic of North Cyprus (TRNC) at the Girne American University (GAU), also for making new friends from other countries, to read posted comments and to search for romantic partner. The study explored the use of Facebook between GAU students as shown in Figure 3.

![Facebook Users (PHD and MSc Students) Ages 25-39](chart.png)

**Figure 3:** Facebook Users (PHD and MSc Students)

Also, this research spilled the concentration on the use of Facebook according to the different in age groups as shown in Figure 4.

![Facebook Users (BSc Students) Ages 18-24](chart.png)

**Figure 4:** Facebook Users (BSc) Students with Age Group 18-24

Figure 4 and 5 explain the students with middle age and the adults use Facebook in order to connect with others according to their common interests, hobbies, posted comments, and communicate with their families and friends outside the countries. While students younger than 30 years old, this group maintained their connections with families, friends who stayed in their countries, and searching for romantic partner.
Also, this research study discovered that, Facebook minimum daily use is found that it varies according to the age groups as: the ages between 17 – 24 years old, are using Facebook minimum 4 hours per day, while 25 – 30 are using it minimum 5 hours per day, 31-39 minimum 3 hours per day, and 40-45 minimum 1 hour per day as shown in Figure 5.

Figure 5: Facebook Minimum Daily Use

According to this research study, more than 82% of adults and especially university students use social networking sites. Moreover, this study explored that most used social media is the Facebook, YouTube, and Instagram. While, Facebook users are not considered as only abundant users as much as considerably active users and engaged more than 72% visit Facebook at least one hour per day, even some users cannot wait till they go to their homes, they use their 3G internet in order to visit their accounts in Facebook, some of them which is almost 45% visit their accounts more than one time per day as shown in Figures 6 and 7.

Figure 6: Facebook Users in 2004-2011

While these statistics are increasing almost daily. In Figure 7, the statistical calculation of Facebook users is:
This study noticed that this usage of social media before and after the Syrian tragedy is increased more and more from the mobile usage of this social networking sites as shown in Figure 8, 9, 10, and 11. The reason of this increase is that the huge spread of the smart phones and tablets in the popularity, so that most of the users of these social medias rely on their mobiles in order to access their favorite sites. Taking into consideration that in the last year which is 2015, more than 300 million Facebook users were just mobile users ignoring the personnel computers (PCs) and laptops. According to this research study, more than 86% found in the age range of 17 – 35 years old just Facebook users as shown in Figure 8.

**Figure 7: Statistical Determination in 2013**

**Figure 8: Middle East Facebook Users Before Syrian Tragedy**

**Figure 9: Middle East Facebook Users Before Syrian Tragedy**
YouTube: YouTube has been the very first internet site devoted solely to be able to uploading and revealing private movie. Over several Billion videos tend to be seen every day online, attaining 700 Thousand playbacks this season. Along with uploading as well as looking at mass media, users also can depart remarks upon videos. YouTube may be the third-most used website. According to this case study about the students at the GAU, in some situation, some live videos are not available in the Facebook, for this reason, students refer to live news watching to YouTube, so that YouTube includes live news about all topics. Moreover, the questionnaires are prepared and given to the students, some students gave answer about YouTube that this media is preferable for them more than Facebook in watching the real news from all channels are uploaded in YouTube.

Social Media in Arabic World: Social networking within the Arab Planet will be value of social networking equipment cannot be appreciated without being put inside framework regarding media lifestyle within the Arab globe. Throughout the last 10 years, the actual Arab-speaking region provides knowledgeable the greatest rates regarding engineering usage among just about all building nations. In accordance with this study, perhaps the most powerful development will be the adoption of recent communications. The publishing press as well as the paper, the actual communicate, the radio, as well as the television supply changed the Center Eastern.
Even though World wide web transmission has increased dramatically over the last several years, with 40-45 million Internet surfers identified in sixteen Arab societies interviewed, the technical abilities of recent existence which are taken for granted in highly produced societies, have got developed in the fairly brief time and also have not been embraced by the authoritarian government authorities that rule the guts East. Art print and also graphic media produced inside decades of each other within the Arab planet, instead of building via centuries within Western Europe, therefore it is of tiny big surprise which ruling elites concern the net being a conduit with regard to political as well as moral subversion, and also this concern offers dominated the actual discourse on the usage of the particular technology. For political activism in Egyptian communities. A final conclusion of this study that is relevant to the Syria example is that weak ties are more likely to link members of different small groups than are strong ones, which tend to be concentrated within particular groups. Weak ties established online allowed different oppositional factions to connect over a common goal of ousting Bashar Asad, and to translate this into political mobilizations.

VII. Discussion

By examining the data from this descriptive, qualitative study in order to analyze the relationship between social media and political change in the Middle East especially in Syria, the researcher was able to conclude the following regarding the research questions available in Appendices as: All students had different answers. Some said social media had changed the experience, making students more aware. Some said social media hadn’t helped them personally become more aware but understood how it had helped others. The rest respondents didn’t believe social media had changed their experience since they relied on other information channels instead. Some of the students observed that Facebook and YouTube had helped lead to political change. The other students did not agree, stating that people in the streets lead to political change, rather than social media. All students thought that the governments in the Middle East and especially in Syria should be threatened or are already threatened by Facebook and YouTube. Reasons for this included the fact that these social media sites are used to leverage opinions, are instant tools able to organize all sorts of people and are facilitating the dissemination of information.

VIII. Conclusion

It is found that Facebook attempts to challenge, while YouTube attempts to moving in full speed. Moreover, Facebook is trying to have formidable competitor in the social media networking. In this study, the use of Facebook is found higher than YouTube in accordance to the Syrian students at the GAU. This study noticed that this usage of social media before and after the Syrian tragedy is increased more and more from the mobile usage of this social networking sites. The reason of this increase is that the huge spread of the smart phones and tablets in the popularity, so that most of the users of these social medias rely on their mobiles in order to access their favorite sites. Taking into consideration that in the last year which is 2015, more than 300 million Facebook users were just mobile users ignoring the personnel computers (PCs) and laptops. According to this research study, more than 86% found in the age range of 17 – 35 years old just Facebook users. According to this research study, more than 82% of adults and especially university students use social networking sites. Moreover, this study explored that most used social media is the Facebook, YouTube, and Instagram. While, Facebook users are not considered as only abundant users as much as considerably active users and engaged more than 72% visit Facebook at least one hour per day, even some users cannot wait till they go to their homes, they use their 3G internet in order to visit their accounts in Facebook, some of them which is almost 45% visit their accounts more than one time per day.

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