

Social And Media Maze Of Social Media Platforms And Their Reflection On Youth Educational Values

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ABSTRACT

The study explores the social and media challenges posed by social media platforms and their impact on the educational values of youth. It acknowledges that the pervasive use of these platforms has fundamentally reshaped how young people interact and perceive societal norms. The research aims to investigate the methods employed by social media platforms to engage users and influence their beliefs, behaviors, and values.

To achieve this objective, a qualitative approach is used to analyze the social and media challenges of social media platforms and their impact on the educational values of youth. The research includes a review of previous studies on this topic, as well as conducting a survey to gather demographic information and assess the patterns of social media use among youth.

The findings highlight the significant role of social media platforms in the lives of young people, juxtaposed with concerns over negative impacts such as cyberbullying. The study underscores the necessity for educational interventions and regulatory measures to ensure safe and informed social media use among youth. It underscores the urgency for comprehensive strategies to enhance youth experiences and effectively manage challenges associated with social media platforms.

Two key outcomes of the study emerge: firstly, uncovering prevalent social and media strategies employed by platforms to engage youth, including algorithmic targeting, personalized content, and gamification. Secondly, it illuminates potential effects on educational values such as attitudes towards learning, academic integrity, and personal relationships. This research enriches understanding of social media's impact on youth and provides a foundational resource for educators, parents, and policymakers aiming to promote positive educational values and address emerging challenges effectively.

Keywords: Social challenges, social media, youth, educational values, influence

1. Introduction:

Social media platforms have emerged as one of the most prominent social and media phenomena of the past two decades. This rise has led to profound changes in behaviors, thought patterns, and interactions among various segments of society, particularly among youth. The ability to communicate and engage socially through these platforms has become an integral part of their daily lives. However, this digital shift raises significant questions about the impact of social media on the educational values of young people and how to address the social and media challenges it presents.

These transformative tools have significantly influenced the social and media landscape over the past twenty years, leading to fundamental changes in behaviors and thought patterns among different segments of society, especially among youth. The ability to communicate and engage socially through these platforms has become an essential part of their daily lives. Nevertheless, this digital transformation raises important questions about the impact of social media on the educational values of youth and how to deal with the social and media challenges they pose. Understanding how social media platforms affect the moral values of young people is

crucial to keeping pace with modern social and cultural developments. It requires comprehending how young people use social media platforms and how these platforms influence their values and beliefs. Social media platforms can impact youth in various ways, including shaping their social attitudes and behaviors. Research studies help in understanding the potential outcomes of social media's impact on youth and identifying effective responses. Research and analytical efforts must be expanded to understand the impact of social media on youth and develop effective responses.

1.1 Study Problem:

This study investigates the potential impact of social media on the educational values of young people. It is commonly believed that the use of social media might lead to changes in the values, social, and cultural beliefs of youth. Therefore, understanding these effects and potential challenges is essential to keeping pace with social and educational developments.

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1.2 Significance of the Study:

This study is of great importance given the rapid changes in the world of technology and media. Understanding how social media affects young people will contribute to guiding educational and social efforts to enhance awareness and positive engagement in this context. The findings of this study can provide a more detailed framework for understanding the challenges and opportunities that may arise from the use of social media.

1.3 Research Questions:

The research aims to investigate the following questions:

1. How does the use of social media affect the educational values of young people?
2. What are the social and media challenges that youth face as a result of using social media?
3. How can awareness and positive engagement be promoted among youth in this context?
4. How can policies and awareness programs be developed to achieve a better balance between the use of social media and the preservation of educational values among youth?

1.4 Hypotheses of the Study:

1. The use of social media negatively impacts the educational values of young people, causing their decline or alteration.
2. The social and media challenges associated with the use of social media significantly affect the behaviors and beliefs of youth.
3. Promoting awareness and positive engagement regarding the use of social media can help strengthen the educational values of young people.
4. Implementing specific policies and awareness programs can have a positive impact on the educational values of young social media users.

1.5 Research Objectives

1. To analyze the influence of social media usage on the educational values of youth.
2. To identify the social and media challenges encountered by youth on social media platforms.
3. To propose strategies for promoting positive engagement and awareness among youth in the context of social media use.
4. To develop policy recommendations and awareness programs that balance social media use with the preservation of educational values among youth.

1.6 Summary

This research seeks to provide a comprehensive understanding of the intersection between social media use and educational values among youth. By investigating the methods social media platforms use to engage users and the subsequent impacts on beliefs and behaviors, this study aims to inform educators, parents, and policymakers about effective strategies to address the challenges and enhance the positive outcomes associated with social media use among young people.

Chapter 2

2 Theoretical Framework and Previous Studies:

2.1 Introduction

Social media platforms have become indispensable facets of contemporary youth culture, profoundly influencing their social interactions, information consumption habits, and overall personal development. As these platforms continue to evolve, it becomes increasingly important to delve into their underlying mechanisms and explore the nuanced impacts they exert on educational values among young people. This study aims to bridge these insights by examining how theoretical frameworks such as Uses and Gratifications, Symbolic Interactionism, Digital Divide, and Media Exposure theories can elucidate the complex interplay between social media use and the educational values that shape youth development. By synthesizing these perspectives, we aim to contribute to a comprehensive understanding of how social media influences educational values, thereby informing strategies that promote positive outcomes in youth engagement with digital platforms.

2.2 First: Theoretical Framework:

2.2 .1 Uses and Gratifications Theory: The current study relies on the uses and gratifications approach within its theoretical framework, which is considered a useful framework for understanding user behavior on social media. This approach focuses on understanding the reasons and motivations that drive youth to use

social media platforms and prefer some over others. The study aims to understand the social and media challenges that youth may face while using these platforms, such as social isolation, the impact of misinformation, and the reinforcement of social divisions.

The study attempts to understand how these challenges reflect on the educational values of youth and how they may affect their personal and social development. Through the uses and gratifications framework, researchers can analyze the extent of these challenges' impact on user behavior and direct effective policies and interventions to promote healthy use of social media among youth.

By studying social and media challenges, researchers can identify factors that increase stress and psychological tension among teenagers and determine how these factors affect their behavior and thinking. When this behavior and thinking are better understood, therapists, educators, and community leaders can develop strategies to help youth cope better with these challenges.

The uses and gratifications theory provides a flexible theoretical framework that can be applied to study user interaction with social media and determine how they use these platforms to meet their social and emotional needs. By analyzing the study's results based on this theoretical framework, effective strategies can be developed to address the social and media challenges that youth may encounter while using social media.

Moreover, the uses and gratifications framework offers a strong basis for analyzing user behavior and understanding their motivations and needs. This helps researchers understand changes in social media use over time and guide subsequent interventions and policies based on this understanding. Ultimately, the uses and gratifications framework can help develop healthy and beneficial use of social media for youth, promoting their personal and social development positively.

2.2 .2 Symbolic Interactionism Theory: This theory focuses on understanding how individuals interact with content and interactions through social media and build social meanings and identities. This interaction can shape and reinforce the educational values of youth through the exchange of ideas, opinions, and beliefs, contributing to their personal and educational growth.

2.2 .3 Digital Divide Theory: This theory highlights the digital gap between individuals and its impact on access to and use of social media. Inequality in access to these technologies can exacerbate social and media challenges, negatively affecting the understanding and development of educational values among youth.

2.2 .4 Media Exposure Theory: This theory focuses on how continuous exposure to media content through social media affects individuals' attitudes and behaviors. Repeated exposure to digital content can lead to changes in the educational values and beliefs of youth as they are influenced by the content they interact with and are exposed to through these platforms. The media exposure theory is concerned with understanding how continuous exposure to media content through social media affects individuals' attitudes and behaviors. When youth repeatedly engage with digital content, whether through watching videos, reading posts, or sharing comments, they are exposed to the influences of that content on their understanding of educational values. Youth's attitudes and behaviors are affected by the ideas, opinions, and values exchanged with others through these platforms. For instance, young people may be exposed to content that encourages empathy towards certain social issues or sparks interest in participating in charitable work and community service, leading to changes in their educational values and behaviors. These influences can be positive or negative, as media content can enhance educational values such as cooperation, tolerance, and social contribution. On the other hand, excessive exposure to inappropriate or harmful content can lead to negative changes in their behaviors and values, contributing to the spread of issues like cyberbullying or social isolation.

2.3 . Previous Studies

1. Kircaburun et al. (2019) conducted a study to investigate problematic social media use among university students, focusing on the influence of Big Five personality traits, specific social media platforms, and reasons for using social media. The researchers employed surveys and statistical analysis to gather and analyze data. Their findings revealed that both personality traits and the manner in which students used different social media platforms significantly influenced their likelihood of developing problematic behaviors related to social media use. This study underscores the complex interplay between individual characteristics, platform preferences, and motivations behind social media engagement among university students.
2. Twenge et al. (2018) conducted a population-based study to explore the association between screen time and psychological well-being among children and adolescents. The researchers used surveys to gather data and found a negative correlation between the amount of time spent on screens (such as smartphones, tablets, computers) and overall psychological well-being. This study suggests that increased screen time may be linked to poorer mental health outcomes in young people, highlighting the need for balanced screen use and mindful technology consumption in youth.
3. Primack et al. (2017) investigated the relationship between social media use and perceived social isolation among youth in the United States. Through surveys, the study revealed a significant association where intensive use of social media platforms correlated with higher levels of perceived social isolation among

adolescents. This finding suggests that while social media offers connectivity, excessive engagement may paradoxically contribute to feelings of social exclusion or loneliness among young users.

4. Turel et al. (2019) conducted a study to investigate technology addiction specifically in the context of online auction sites, employing experimental methods to explore this phenomenon. The research focused on understanding how addictive behaviors manifest in the context of online auctions, examining factors such as compulsive engagement, psychological dependencies, and behavioral patterns among users. The study highlighted that technology addiction can indeed become integrated into the behaviors associated with online auction platforms, shedding light on the nuanced ways in which digital environments can influence user behavior and addiction tendencies
5. Rosen et al. (2013) focused on developing a scale to assess media and technology consumption behaviors among individuals. Their study utilized surveys to gather data, providing valuable insights into how people consume various forms of media and technology. The research aimed to understand patterns of media use, preferences, and the impacts of technology on daily life. By developing this scale, the study contributed to a better understanding of contemporary media consumption behaviors and their implications for individuals' daily routines and well-being.
6. Woods & Scott conducted two studies in 2016 and 2020 that explored the relationship between social media use among teenagers and various aspects of mental health and well-being. Both studies employed surveys to investigate how social media usage correlates with sleep quality, anxiety, depression, and self-esteem among adolescents. In both instances, the findings indicated negative effects on well-being associated with increased social media use. Specifically, teenagers who reported higher levels of engagement with social media platforms tended to experience poorer sleep quality, higher levels of anxiety and depression, and lower self-esteem. These studies underscored concerns about the potential detrimental impact of excessive social media use on the mental health and overall well-being of adolescents.
7. O'Keeffe & Clarke-Pearson (2011) conducted a study that focused on the impact of social media on children, adolescents, and families. This study utilized a literature review approach to examine and highlight the various effects of social media on family dynamics and child development. The researchers aimed to summarize and synthesize existing research to shed light on how social media usage influences family interactions, parent-child relationships, and the overall development of children and adolescents.
9. Odgers & Jensen (2020) conducted an annual review that focused on the mental health of adolescents in the digital age. This review utilized a literature review approach to explore the effects of digital technology on adolescent well-being. The study aimed to synthesize existing research to understand how digital technologies, such as social media and digital devices, influence various aspects of adolescent mental health and overall well-being.
8. Dhir et al. (2018) conducted a study that examined online social media fatigue and its impact on psychological well-being. The research focused on intensive social media usage, exploring factors such as fear of missing out (FOMO), fatigue, anxiety, and depression among users. By investigating these dimensions, the study aimed to understand how excessive engagement with social media platforms could potentially affect mental health outcomes.
9. Riehm et al. (2019) conducted a study that explored the relationship between youth social media use and issues related to integration and place switching. Through surveys, they uncovered a connection between the use of social media platforms and these societal challenges. This research contributes to understanding how digital communication platforms influence social dynamics among young people, highlighting both positive and negative aspects that warrant further exploration and consideration in social and developmental contexts.
10. Primack et al. (2019) focused their study on social media use and perceived social isolation among youth in the United States. Using surveys, they found a significant correlation between intensive social media use and feelings of isolation. This research underscored the potential negative impact of excessive social media consumption on the mental well-being of adolescents, highlighting the need for further investigation into these associations and their implications for public health and social policy.
- Perloff (2018) conducted a critical and comprehensive review that explored the third-person effect in media psychology. The study summarized extensive research focused on how individuals perceive the effects of media on others. The third-person effect posits that people tend to believe that media messages have a greater effect on others than on themselves. Perloff's review provided insights into the mechanisms underlying this phenomenon and its implications for understanding media influence and public perception.
14. Orben & Przybylski (2019) examined the association between youth well-being and digital technology use using large-scale data. The study found weak relationships between these factors, suggesting that overall, the impact of digital technology use on youth well-being may not be as strong as commonly perceived. This conclusion challenges some prevailing assumptions about the negative effects of digital technology on young people, highlighting the complexity of the relationship and the need for nuanced understanding in research and policy.
11. Abdul Rahman Bin Abdullah (2018) conducted a descriptive study focusing on the social aspects of social media use among teenagers in Jeddah. Using a social survey methodology, data were collected from 302 secondary school students. The study highlighted several key findings: it revealed that medium-sized

families residing in rented apartments were prevalent among the sample, with many parents having secondary education levels. Moreover, the study noted that teenagers predominantly used mobile phones to access social media platforms, suggesting high levels of engagement. Importantly, the research indicated that schools played a limited role in guiding teenagers' social media use, pointing to a potential gap in educational interventions related to digital literacy and online behavior among adolescents in Jeddah.

12. Baniyassen, et al. (2021) investigated the transformation of traditional media, such as newspapers and radio, historically primary information sources globally. They observed a significant shift towards social media and other digital alternatives, emphasizing these platforms' roles in fostering organizational activism and disseminating political ideologies, particularly in the Middle East. The authors highlighted social media's empowerment of youth across diverse backgrounds, restructuring local communication channels, and influencing political, social, and religious identities throughout Gulf States. They also examined the evolving implications of internet use in the region, shaped by online networks and digital activism. Their interdisciplinary research provided insights into the anticipated shifts in regional dynamics resulting from the pervasive influence of social media.

Chapter 4: Methodology

4.1 Study Design: The study sample consists of 300 respondents from various regions of the United Arab Emirates. Participants were selected using a random sampling technique to ensure representativeness.

4.2 Data Collection Tools:

To achieve the objectives of this study, a combination of research methods were employed, including questionnaires and literature reviews. Structured questionnaires were designed and distributed to a random sample of young people, aiming to capture insights into their social media usage patterns, perceived social and media challenges, and the impact of social media on educational values. The questionnaires included sections covering demographic information, multiple-choice questions, Likert-scale items, and open-ended questions. They were distributed electronically and in-person to ensure broad participation and diverse perspectives. Concurrently, a comprehensive literature review was conducted. This review synthesized existing research on social media's influence on educational values and youth behavior, identifying gaps in current knowledge and informing the development of research questions and hypotheses. By integrating quantitative insights from questionnaires with qualitative perspectives from literature reviews, this study aimed to provide a nuanced analysis of the social and educational implications of social media use among young people..

4.3 Questionnaire: A structured questionnaire consisting of 300 questions was developed to collect data on various aspects related to the use of social media, behaviors, and attitudes among youth in the United Arab Emirates.

4.4 Study Procedures: The study involved the systematic distribution of the questionnaire to participants across diverse regions of the UAE. Prior to completing the questionnaire, participants were thoroughly briefed about the study's objectives and provided their informed consent.

4.5 Study Population: The study targeted youth who are either citizens or residents of the UAE and actively engage with social media platforms in their daily lives.

4.6 Sample: The sample was carefully chosen to ensure representation of various age, educational, and cultural groups among youth. Questionnaires were used as the primary tool for data collection, with 300 questionnaires distributed to youth across different parts of the UAE. This sample was selected to achieve the necessary diversity to represent different viewpoints and experiences within the Emirati youth community. A total of 300 respondents were selected from various geographical regions within the UAE using random sampling techniques to ensure the sample's representativeness and inclusivity.

4.7 Data Analysis Procedures: Data collected were analyzed using SPSS (Statistical Package for the Social Sciences) version 9. Descriptive statistics, such as frequencies and percentages, were employed to examine the demographic profiles of participants. Inferential statistics, including correlation and regression analyses, were utilized to explore relationships between different variables of interest.

4.8 Reliability and Validity: The reliability of the questionnaire was assessed through Cronbach's alpha testing, which yielded satisfactory results indicating internal consistency. Questionnaire validity was ensured through expert review and pilot testing to confirm that the instrument effectively measured intended constructs.

4.9 Study Limitations: Limitations of the study included logistical challenges that restricted full coverage of all UAE regions, potentially impacting the generalizability of findings. Furthermore, the study's exclusive focus on youth may limit the broader applicability of its conclusions to other age demographics.

Chapter 5

5. Results and Discussion:

5.1 First Axis: Demographic Data:

1. Age Groups

Table 1: Age Groups:

Age Group	Percentage
15-18 years	32.3%

18-24 years	32.1%
25-34 years	38.6%
35-44 years	24.0%
45-54 years	3.6%
55 years or more	0.7%

Table 1 presents the distribution of respondents across different age groups, providing insights into the demographic composition of the study sample. The largest age group represented is individuals aged 25-34 years, comprising 38.6% of the respondents. This indicates that the study sample is predominantly composed of young adults, likely reflecting their active engagement with social media platforms and related challenges. The next significant age group is 15-18 years, constituting 32.3% of the respondents, highlighting substantial participation from teenagers. The 18-24 years age group closely follows at 32.1%, further emphasizing the study's focus on younger demographics. In contrast, respondents aged 35 years and above show a gradual decline in representation, with 35-44 years comprising 24.0%, 45-54 years contributing 3.6%, and those aged 55 years or more making up the smallest proportion at 0.7%.

Table 2: Gender:

Table 2

Gender Percentage	
Male	50%
Female	50%

Table 2 indicates a balanced gender distribution among respondents, with males and females each comprising 50% of the sample. This equal representation suggests that the study results are likely to be reflective of both male and female perspectives, minimizing gender bias in the analysis of social media challenges faced by youth. This balanced representation enhances the reliability and generalizability of findings concerning how different genders perceive and experience social media-related issues.

3. Educational Level

Table 3: Educational Level:

Education Level	Percentage
Middle School	0.7%
High School	42.1%
Diploma	7.1%
Bachelor's Degree	49.3%
Graduate Studies	0.7%

Table 3 provides a breakdown of the educational levels of the respondents, offering insights into their educational backgrounds within the study sample. The most prevalent educational attainment among respondents is a Bachelor's Degree, accounting for 49.3% of the sample. This finding suggests that a significant portion of the respondents have completed undergraduate education, potentially influencing their perspectives and interactions with social media challenges.

High School graduates represent the next largest group at 42.1%, indicating substantial participation from individuals with secondary education. This demographic is crucial as it represents a diverse range of age groups and educational experiences, contributing varied perspectives to the study's findings.

Diploma holders and respondents with Middle School education each make up 7.1% and 0.7% of the sample, respectively, highlighting a smaller but notable representation from individuals with lower educational qualifications.

5,2 Second Axis: Survey Questions:

4. Social and Media Challenges

Table 4: Social and Media Challenges on Social Media Platforms Facing Youth |

Social/Media Challenge	Percentage
Cyberbullying	24.3%
Spread of Fake News	33.6%
Social Pressure on Personal Identity	12.1%
Social Isolation	10.7%
Negative Impact on Personal Relationships	15.7%
Proliferation of misleading news and potentially verified...	0.07%

Table 4 from the study sheds light on the various social and media challenges faced by youth on social media platforms. Among the respondents, the spread of fake news emerges as a predominant concern, with 33.6% highlighting its pervasive impact. This finding underscores the critical issue of misinformation, which can significantly distort youth perceptions and understanding of current events. Cyberbullying follows closely, noted by 24.3% of respondents, highlighting the alarming prevalence of online harassment and its detrimental effects on mental well-being. Negative impacts on personal relationships are also significant, affecting 15.7% of respondents, indicating how digital interactions can strain or alter offline relationships among youth. Social pressures on personal identity (12.1%) and feelings of social isolation (10.7%) further underscore the complex social dynamics at play on these platforms. Additionally, the minimal but notable concern over the proliferation of misleading news (0.07%) highlights the challenges in navigating information credibility online. Overall, Table 4 provides a comprehensive snapshot of the multifaceted challenges youth face in digital spaces, emphasizing the need for targeted interventions to promote healthier online environments and support youth well-being.

5. Media and Education Roles

Table 5: - What is the role of media and education in guiding youth towards better and more effective use of social media platforms, in terms of:

Role	Percentage
Providing accurate and reliable information	17.9%
Encouraging critical thinking and media analysis	13.6%
Providing positive and ethical behavioral patterns	24.6%
Supporting awareness of digital safety and privacy	21.6%
Providing courses on safe usage and the necessity thereof	18.6%
Possible support necessary to guide, enlighten, and educate youth	0.7%
Researching accurate information in cyberspace	0.7%
Providing educational courses on safe technology usage	17.0%
... From my perspective, their role should be to provide all of the above	0.7%

Table 5 illustrates the various roles that media and education can play in shaping youth behavior on social media platforms. The highest percentage, 24.6%, indicates that a significant portion of respondents believe education should focus on promoting positive and ethical behaviors online. This is closely followed by the importance of supporting digital safety and privacy awareness, highlighted by 21.6%. Additionally, there is notable emphasis on the need for accurate information provision (17.9%) and critical thinking development (13.6%), underscoring the multifaceted approach required in guiding youth towards responsible social media use. The data suggests a consensus among respondents regarding the pivotal role of media and education in cultivating informed and ethical digital citizenship among the youth.

6. Awareness of Diversity and Respect for Others

Table 6: - Do social media platforms play a positive role in enhancing communication skills?

Response	Percentage
Strongly Disagree	4.3%
Disagree	5.7%
Neutral	22.1%
Agree	46.4%
Strongly Agree	21.4%

The results of Table 6 indicate a clear variation in participants' opinions regarding the role of social media platforms in enhancing communication skills. A significant proportion supports this role, with 46.4% of participants agreeing that social media plays a positive role in enhancing communication skills, and an additional 21.4% strongly agreeing. However, a smaller percentage disagrees, with 4.3% strongly disagreeing and 5.7% disagreeing. Meanwhile, 22.1% of participants remain neutral, reflecting a level of uncertainty or indifference in their final assessment of social media's role in developing communication skills.

7. Impact on Educational Values

Table 7: Are there variations in the impact of social media on educational values based on the age group of youth?

Response	Percentage
Strongly Disagree	4.3%
Disagree	1.4%
Neutral	17.9%
Agree	51.4%
Strongly Agree	25.7%

The results in Table 7 show a range of opinions on the impact of social media on educational values based on the youth's age group. The table indicates that 51.4% of participants agree that there are variations in this impact, while 25.7% strongly agree. However, 17.9% are neutral on this point, whereas 4.3% strongly disagree and 1.4% generally disagree with the notion of variations in social media's impact on educational values based on the youth's age group.

8. Educational Strategies

Table 8: Can educational strategies be identified to promote positive values and reduce social and media challenges among youth on social media?

Response	Percentage
Strongly Disagree	2.1%
Disagree	3.6%
Neutral	22.9%
Agree	54.3%
Strongly Agree	17.1%

The results in Table 8 indicate that the majority of participants (54.3%) agree that it is possible to identify educational strategies that promote positive values and reduce social and media challenges among youth on social media, with 17.1% strongly agreeing. However, a notable portion of participants (22.9%) remains neutral on this statement, while a small percentage strongly disagree (2.1%) and disagree (3.6%) with the feasibility of identifying such educational strategies.

9. Cyberbullying Risks

Table 9: Do social media platforms increase the exposure of youth to the risks of cyberbullying?

Response	Percentage
Strongly Disagree	4.3%
Disagree	5%
Neutral	21.4%
Agree	42.1%
Strongly Agree	27.1%

10. Spread of Fake News

Table 10: Does the use of social media contribute to the spread of fake news and misinformation?

Response	Percentage
Strongly Disagree	2.9%
Disagree	6.4%
Neutral	17.9%
Agree	44.3%
Strongly Agree	28.6%

The results in Table 10 show that a significant portion of participants (44.3%) agree that the use of social media contributes to the spread of fake news and misinformation, with 28.6% strongly agreeing. However, 17.9% of participants remain neutral on this issue. Meanwhile, 2.9% strongly disagree, and 6.4% generally disagree with the idea that social media use contributes to the spread of fake news and misinformation.

11. Social Isolation

Table 11: - Do social media platforms increase social isolation among youth?

Response	Percentage
Strongly Disagree	2.9%
Disagree	7.9%
Neutral	25.7%
Agree	35.7%
Strongly Agree	27.9%

The results in Table 11 indicate that a notable portion of participants (35.7%) agree that social media platforms increase social isolation among youth, with 27.9% strongly agreeing. However, 25.7% of participants remain neutral on this issue. Meanwhile, 2.9% strongly disagree, and 7.9% generally disagree with the idea that social media increases social isolation among youth.

13. Educational Values

Table 12: Can youth learn positive educational values through the use of social media?

Response	Percentage
Strongly Disagree	4.3%
Disagree	5%
Neutral	24.3%
Agree	50.7%
Strongly Agree	15.7%

The results in Table 12 show that there is a significant agreement among participants (50.7%) that youth can learn positive educational values through the use of social media, with 15.7% strongly agreeing. However, 24.3% of participants remain neutral on this matter, indicating varied opinions. Meanwhile, 4.3% strongly disagree, and 5% generally disagree with the idea.

13. Awareness of Diversity

Table 13: Does social media increase awareness of diversity and respect for others?

Response	Percentage
Strongly Disagree	4.3%
Disagree	6.4%
Neutral	27.9%
Agree	47.1%
Strongly Agree	14.3%

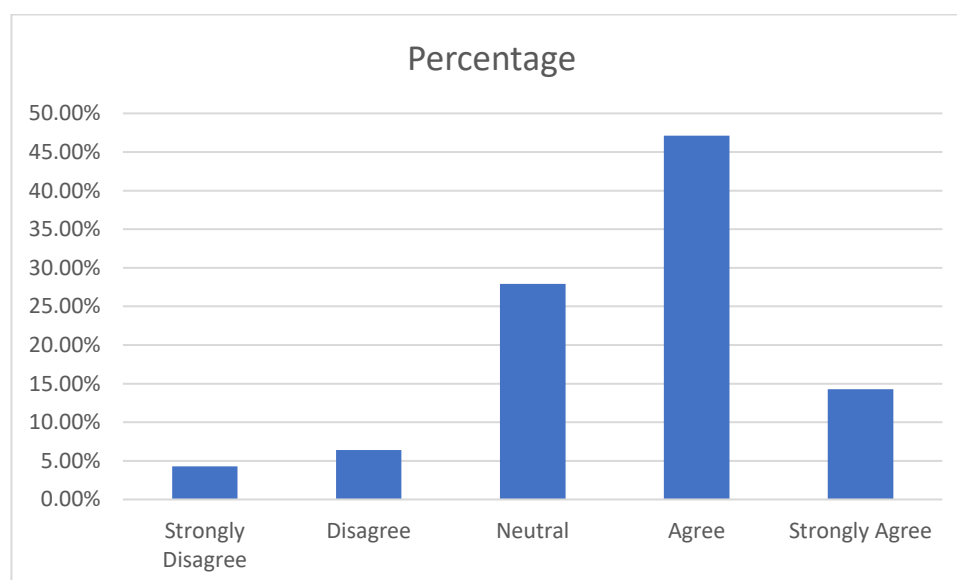


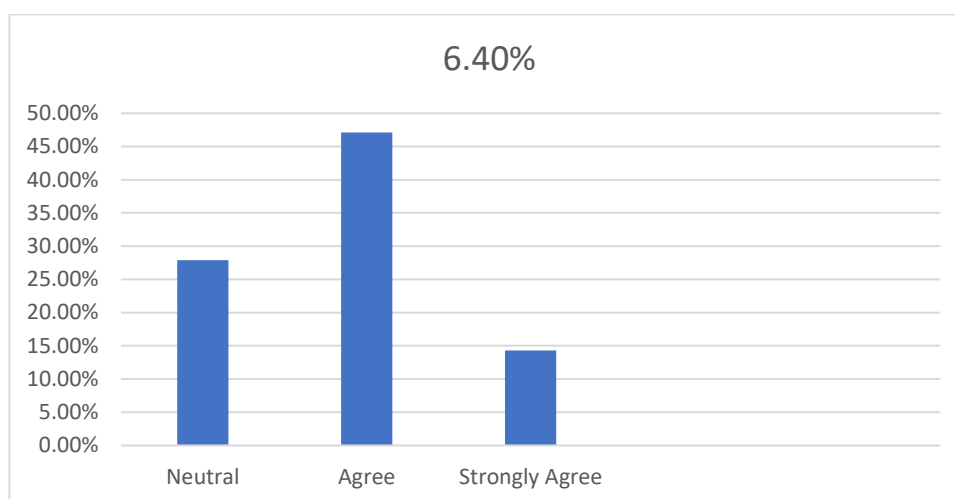
Figure : 13

The results in Table 13 indicate that a significant portion of participants (47.1%) agree that social media increases awareness of diversity and respect for others, with 14.3% strongly agreeing. However, 27.9% of participants remain neutral on this issue, reflecting a range of opinions. Meanwhile, 4.3% strongly disagree, and 6.4% generally disagree with this idea.

14. Media Guidance

Table 14: Question 14 - Does the media play a significant role in guiding youth towards better use of social media?

Response	Percentage
Strongly Disagree	2.9%
Disagree	5%
Neutral	17.9%
Agree	44.3%
Strongly Agree	30%



The results in Table 14 suggest a strong agreement among participants that the media plays a significant role in guiding youth towards better use of social media, with 44.3% agreeing and 30% strongly agreeing. However, 17.9% of participants remain neutral, indicating some variation in opinions. Meanwhile, 2.9% strongly disagree, and 5% generally disagree with this idea.

15. Educational Contribution

Table 15: Can education contribute to guiding youth towards better use of social media?

Response	Percentage
Strongly Disagree	2.1%
Disagree	5%
Neutral	15%
Agree	43.6%
Strongly Agree	34.3%

The results in Table 15 show a significant agreement among participants (43.6%) that education can contribute to guiding youth towards better use of social media, with 34.3% strongly agreeing. However, 15% of participants remain neutral, indicating varied opinions. Meanwhile, 2.1% strongly disagree, and 5% generally disagree with this idea.

16 Educational Materials

Table 16: Should educational materials on safe social media use be included in school curricula?

Response	Percentage
Strongly Disagree	1.4%
Disagree	2.1%
Neutral	14.3%
Agree	42.9%
Strongly Agree	39.3%

The results in Table 16 show a strong consensus among participants that educational materials on safe social media use should be included in school curricula, with 42.9% agreeing and 39.3% strongly agreeing. However, 14.3% remain neutral, reflecting some diversity in opinions. Meanwhile, 1.4% strongly disagree, and 2.1% generally disagree with this idea.

17. Regulation and Oversight

Table 17: Is there a need for more regulation and oversight on social media platforms?

Response	Percentage
Strongly Disagree	2.1%
Disagree	2.1%
Neutral	10%
Agree	40.7%
Strongly Agree	45%

The results in Table 17 show a strong agreement among participants that there is a need for more regulation and oversight on social media platforms, with 40.7% agreeing and 45% strongly agreeing. However, 10%

remain neutral, indicating some diversity in opinions. Meanwhile, 2.1% strongly disagree, and 2.1% generally disagree with this idea.

18. Educational Strategies

18. Educational Strategies

Table 18: - Can educational strategies be developed to promote positive values and reduce social and media challenges among youth on social media?

Response	Percentage
Strongly Disagree	2.1%
Disagree	0.7%
Neutral	15%
Agree	51.4%
Strongly Agree	30.7%

The results in Table 18 show a high level of agreement among participants that educational strategies can be developed to promote positive values and reduce social and media challenges among youth on social media, with 51.4% agreeing and 30.7% strongly agreeing. However, 15% remain neutral, indicating some variation in opinions. Meanwhile, 2.1% strongly disagree, and 0.7% generally disagree with this idea.

19. Policies and Laws

Table 19: Do you support the imposition of policies and laws to monitor social media content?

Response	Percentage
Strongly Disagree	2.9%
Disagree	1.4%
Neutral	7.9%
Agree	45.7%
Strongly Agree	42.1%

The results in Table 19 show a significant agreement among participants on the imposition of policies and laws to monitor social media content, with 45.7% agreeing and 42.1% strongly agreeing. However, 7.9% remain neutral, reflecting some variation in opinions. Meanwhile, 2.9% strongly disagree, and 1.4% generally disagree with this idea.

20. Negative Effects on Behavior

Table 20: Do you believe that social media negatively affects youth behavior?

Response	Percentage
Strongly Disagree	2.1%
Disagree	3.6%
Neutral	18.6%
Agree	45.7%
Strongly Agree	30%

The results in Table 20 show a notable agreement among participants that social media negatively affects youth behavior, with 45.7% agreeing and 30% strongly agreeing. However, 18.6% remain neutral, indicating varied opinions. Meanwhile, 2.1% strongly disagree, and 3.6% generally disagree with this idea.

5.3. Study Results

Based on the data and analysis presented, we can summarize the results in several paragraphs: Firstly, the study results show that social media platforms play a vital role in the lives of youth, as they heavily rely on them for communication with friends and family, as well as for obtaining information and following events and news. Secondly, the analysis indicates a growing concern among youth about the negative effects of using social media platforms, such as the rise in cyberbullying cases and the spread of false and misleading information. Thirdly, the results highlight a pressing need for educational interventions to guide youth in using social media platforms more cautiously and consciously, and to promote positive behaviors through these platforms. Fourthly, the analysis suggests strong support for implementing policies and regulations to monitor social media content, aiming to mitigate risks and ensure the safety and security of users. In general, the results demonstrate the importance and complexity of the relationship between youth and social media platforms, pointing to the necessity of developing comprehensive strategies to enhance their experience and effectively address the challenges associated with these platforms.

Social media platforms demonstrate significant importance in the lives of youth, serving as a primary means of communication with friends and family. Youth increasingly express concern about the negative effects of using social media platforms, such as cyberbullying and the spread of fake news. Educational and awareness interventions are needed to guide youth in using social media platforms safely and consciously. Imposing

policies and regulations to monitor social media content is considered essential to maintaining user safety and reducing risks. The relationship between youth and social media platforms shows complexity, requiring the development of multifaceted strategies to effectively enhance their experience. Youth demonstrate heavy reliance on social media platforms as a primary source of information and communication with friends and family. The results indicate growing concerns among youth about the negative effects of using social media platforms, such as cyberbullying and the spread of fake news.

There is an urgent need to guide youth in using social media platforms more consciously and cautiously through the application of educational and awareness interventions. The analysis supports the imposition of policies and regulations to control social media content to maintain user safety and combat harmful behaviors. Dealing with social media platforms requires the development of multifaceted strategies to effectively enhance youth experience and address emerging challenges.

5.4. Recommendations

Based on the aforementioned results, the following recommendations can be made:

1. Enhancing Awareness and Education: Guiding youth on safe and conscious use of social media platforms through educational programs and workshops in schools, universities, and local communities.
2. Enhancing Digital Safety Policies: The necessity of imposing policies and laws to protect users from harmful content and cyberbullying, in collaboration with social media platforms and relevant authorities.
3. Promoting Positive Behaviors: Developing incentive initiatives and competitions to promote positive behaviors on social media platforms, such as sharing inspiring content and positively interacting with feedback.
4. Strengthening Monitoring and Follow-up: Establishing continuous monitoring and follow-up programs for social media use to detect any violations and intervene promptly.
5. Enhancing International Cooperation: Strengthening international cooperation to develop joint strategies for dealing with challenges related to social media platforms, and exchanging experiences and best practices among different countries.
6. Providing Necessary Resources: Allocating more financial and human resources to implement programs and projects related to guiding youth in using social media platforms more effectively and safely.

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