

MANAGEMENT OF VALUES AND COGNITIVE CHANGES IN THE BEHAVIOR AND TRENDS OF UNIVERSITY'S YOUTHS IN TABUK AREA.SUGGESTED MECHANISMS

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***Abstract_** The study aims to detect the values and cognitive changes and their effects on the issues and problems of University's youths in Tabuk Area and its provinces. The study identifies the suggested mechanisms to manage, to face and to reform these changes. To realize the aims of the study, the researcher used the descriptive approach and a questionnaire which was made depending on the revision of the previous theoretical educational literature and the researcher's observation.*

To evaluate the validity of the implemented tools, the tools were submitted to a panel of specialists in the educational field. The study was applied on a random sample of 242 male and female students and 44 of the academic leaders in the university colleges of Tabuk Area (Umluj, Al-Wajh, Dhiba, Taima and Hagel).

Based on the findings, the study has arrived at the following results :-

- 1. Negative values changes appeared on the behavior and trends of university's youths reaching the mean of 3.7 from the viewpoints of the sample of the study.*
- 2. Negative cognitive changes appeared on the behavior and trends of the university's youths reaching the mean of 3.7 from the viewpoints of the sample of the study .*
- 3. All the suggested mechanisms to face the values and cognitive changes reached a high degree with an average ranging from 3.4 to 3.8 and with a mean of 3.5 from the viewpoints of the academic leaders.*

In the light of the findings, the researcher made the following recommendations to face the values and cognitive changes in the behavior and trends of university's youths.

- 1. Offering training programs aiming at building the Islamic personality which capable of understanding the tolerance of Islam, far away from mental extremism .*
- 2. Offering training programs for the students, aiming at developing democratic conduct to balance between personal freedom and community responsibility.*
- 3. Specifying a week for profession in each term for training students in various skills in collaboration with the local civil organizations.*
- 4. Offering training programs aiming at helping students to get rid of aggressive, tribal and racial acts.*
- 5. Training students on business management skills via their various patterns (virtual , cooperative and correspondence work).*
- 6. Offering programs or studying courses based on Islamic values and ethos to confront the dangers ensuing from the scientific and technological development.*