

THE ATTITUDES OF THE SCHOOLS' PRINCIPALS IN HA'IL REGION TOWARDS EMPLOYING THE INTERACTION MEDIA IN THE EDUCATIONAL FIELD

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Abstract _ This study aims to investigate the attitudes of the schools' principals in Ha'il region towards employing the interaction media in the educational field.

The population of this study consists of (1113) elementary, medium and secondary schools' principals in Ha'il region in the scholastic year 2013/2014. The sample consists of (194) schools' principals. They were chosen with the stratified random way. The study followed the descriptive analytical approach, and used developed questionnaire to investigate the attitudes of the schools' principals in Ha'il region towards employing the interaction media in five domains: Strengthening social relationships with colleagues, teachers' professional growth, enhancing students learning, students' guidance and counseling, and finally the relationship with the local community.

The study showed that the attitudes of the schools' principals towards employing the interaction media in two domains: Strengthening social relationships with colleagues and students guidance and were in the high-level. While it showed that the attitudes towards the other three domains were in the mid-level. There were a statistically significant differences in their attitudes on students' guidance and counseling domain due to sex in favor of females.

In addition, it showed statistically significant differences in their attitudes towards employing the interaction media in the educational field due to school stage in favor of the principals of secondary schools.

The study recommended utilizing the interaction media in the educational field through creating interaction sites and pages for the governmental schools, to enhance students learning and guidance and counseling. It recommended developing teaching Techniques and methods to keep up with the development of the interaction media and the high levels of engagement by students.

Key words: interaction media, attitudes, and schools' principals in Ha'il region.