THE LEADING ROLE OF CIVIL SOCIETIES THROUGH THE ACTIVATION OF SOCIAL NETWORKING IN OMAN

WAJEHA AL-ANI   **KHALID AL SAADI**   **AHMED AL HADHRAMI**
College of Education
Sultan Qaboos University

ABSTRACT_ The study aims to explore the leading role of the civil society organizations in the Sultanate of Oman in light of the activation of social media. As well, the study seeks to discover the statistically significant differences (α = 0.05) of the leading role of these civil society organizations when using social media that are attributed to demographic variables of social status and age of its participants. The study sample reached (60%) of the total community of (154) members. They are from eight governorates of Oman and they represent the heads of civil society organizations and those who act on their behalf. Data was collected through questionnaire and interviews. The study results show that the most innovative practices carried out by the civil society organizations are the domain of raising awareness (86.0%) and charity (80.6%). The study results also indicate that the highest percentage of support these civil society organizations receive to exercise their leading role comes from the government (88.2%) followed by the subscription fees that it get from its members (84.9%). In addition, the (χ²) test results demonstrate that there are no statistically significant differences between the study sample responses in relation to the demographic variables of social status and age groups and the leading role in the areas of contributions made by these organizations based on the principle of social responsibility, needs to activate youth participation in activities and the areas of human development. However, the statistics show also significant differences in favor of the age groups (18-30 years) in the needs for project funding and building effective partnerships with the public sector in the recruitment of young people. As well, the results of the interviews show that these organizations tend to use different social media programs such as Twitter, Facebook, Instagram and What's App for communication due to its ease of use and the large number of the community members who are currently using them. Finally, based on the results of the study, many suggestions and recommendations are proposed.

KEYWORDS: volunteering, innovation, youth, non-governmental organizations, social media